



Job Title: Customer Service Program Manager

Department/Division:	Assessor's Office	
Salary:	\$27.37/hr. - \$38.32/hr.	Range: N9
Position Status:	Full-Time/Classified	
FLSA Status:	Exempt	
Closing Date:	January 31, 2023	
Job #:	12-2022-054	

The following duties ARE NOT intended to serve as a comprehensive list of all duties performed by all employees in this classification, only to provide a summary of the major duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.

Primary Purpose:

Under the general direction of the Santa Fe County Assessor and/or Deputy Assessor and/or his/her designee, manages the Customer Service Program of the County Assessor's Office. This critical program includes, but is not limited to, the office's public information, public relations, and direct customer service functions. Ensures the public's needs are met, oversees daily office activities, and leads or assists in outreach efforts.

Essential Job Functions:

- Manages the customer service functions of the County Assessor's Office, including the front desk, general telephone inquiries, live chat, and other means through which customers interact directly with the office; ensures that customers enjoy excellent customer service. Manages media relations; responds to media and public inquiries; drafts and disseminates press releases; and ensures follow-up with reporters.
- Develops and implements strategies to disseminate public information through innovative use of the County Assessor's website and social media outlets, such as Facebook, Instagram, Snapchat, LinkedIn, and other communication methods.
- Oversees management of the Assessor's website, including content creation, graphic design, and web-page maintenance.
- Oversees TV/Radio/Podcast production and other public education and outreach initiatives.

- Develops and manages contracts related to Customer Service Program and coordinates work with vendors including obtaining quotes, receiving proof of advertisement and invoicing for marketing purposes.
- Creates, develops and manages production of web content, social media content, advertisements, public service announcements, newsletters, and publications.
- Collects and analyzes data related to Customer Service Program and Office of the County Assessor.
- Oversees and leads special projects at the direction of the Assessor/Deputy Assessor and/or his/her designee.
- Ensures creation and display of informational and timely content is uploaded on the TV monitor in the County Assessor's Office for the public.
- Manages advertising with local, state, and national media outlets.
- With direction and guidance of Assessor, responsible for approving proof design for any print marketing material or radio spot language.
- Researches public information needs and best practices, and uses feedback from the public and others to constantly evaluate the Customer Service Program.
- Researches, analyzes, and adheres to proposed legislation of interest to the Office of the Santa Fe County Assessor's.
- Develops and maintains resource files of persons, groups, organizations, contact lists and databases.
- With the direction and guidance of the Assessor and/or his/her designee, creates proposed budget for Customer Service Program following the mission and vision of the Assessor, and manages enacted budget.
- Interviews, hires, trains, develops, assigns work to, supervises, evaluates, and disciplines staff; recommends staff for promotion and pay increases.
- Develops and implements training programs for Customer Service Program employees.
- Directs and/or presents at departmental, managerial, and external meetings.
- Establishes and implements reporting, tracking, and other accountability procedures to ensure excellent customer service.
- Plans, analyzes, and recommends courses of action to management.
- Assembles documents, correspondence, and reference material upon which administrative decisions may be based.
- Attends meetings, seminars, workshops, and training as requested; assists the Assessor and/or his/her designee with marketing, advertising and public relations projects that follow the mission and vision of the Assessor.
- Responsible for performing other duties as assigned.

Knowledge / Skills:

- Knowledge of public and business administration; of the principles of organization; of state and county governmental organizations; of data collection and report writing; of English usage and arithmetic; and of common office software programs.
- Knowledge of social medial platforms; website design and maintenance, using general HTML coding; and Search Engine Optimization.

- Ability to coordinate with other agency units; to provide administrative direction; to interpret agency policy to employees; to train employees; to understand and explain technical terms and phrases; to oversee project assignments; and to compile personnel and public information.
- Ability to communicate effectively, verbally and in writing, with employees, members of the media, other agencies, and the public by telephone, in person, and in group settings; to speak clearly and confidently to the media during interviews, whether in a formal or informal setting; to maintain confidentiality and to use discretion when dealing with sensitive information; to maintain a professional demeanor and composure; to deal with people diplomatically; to deal with idiosyncratic behavior or disgruntled people; and to work in an environment subject to frequently changing priorities.
- Ability to deal tactfully with controversial matters and to handle confidential material in a trustworthy manner.
- Ability to manage projects and personnel effectively and to work productively either independently or as a team member or team leader.
- Skilled in reviewing, editing, and verifying accuracy of written materials, including their adherence to policies and procedures.
- Skilled in using digital media software, including but not limited to web design, Illustrator, Premiere Pro, InDesign and photo shop.
- Skilled in operating various word-processing, spreadsheets, database and other software programs in a Windows environment including Proval, Ascend, AS400, Changefinder, Aerial & Oblique imagery, COMM100 (online live chat/chatbot feature), APPX Document Manager, APPX Workflow Manager, and in Google Chrome, Maps, and Earth.
- Skilled in operating a professional camera and lens for both photography and videography.

Minimum Qualifications:

- Bachelor's degree in Communications, Journalism, Public Relations, Business Administration, Public Administration, or a closely related field; and
- Four (4) years of experience in public relations, journalism, business administration, public administration, and/or other experience directly related to the essential job functions, two (2) years of which must have been in supervisory positions. A completed New Mexico EDGE Public Supervisor certificate will substitute for two (2) years of required supervisory experience.
- Any combination of post-secondary education and/or experience in business management, public administration, or a related field totaling eight (8) years, of which two (2) years must have been in a supervisory capacity.
- Related education and experience may be substituted at a rate of thirty (30) semester hours equal to one (1) year experience.
- Must be able to successfully complete I.A.A.O. course 101 within the one-year probationary period. Failure to do so may result in termination of employment.
- Must pursue New Mexico Property Tax Division Certified Appraiser's Certificate

thereafter.

- IAAO Designation is preferred.
- Spanish speaking ability preferred.
- **COVID Vaccine:** The COVID vaccine is mandatory for all Santa Fe County employees unless granted an accommodation under applicable state or federal law.
- A completed New Mexico Edge Public Supervisor certification will be accepted as a substitution for the two (2) years of supervisory experience.

Working Conditions:

Work is generally performed in an office setting. Work schedule may include evening and weekend hours. Travel may be required. While performing the duties of this job, the employee regularly is required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands or arms; climb or balance; stoop, kneel, crouch, or crawl; and talk or hear. Clarity of vision at short and long distance is required. The employee is occasionally required to lift up to 50 pounds. May occasionally be exposed to hostile, violent, or offensive individuals and may occasionally use protective clothing, equipment, devices, or materials. May be subject to exposure to CRTs, VDTs and UV rays.

Conditions of Employment:

Selected candidate must submit to and pass a County paid pre-employment physical and drug/alcohol screening. Additionally, selected candidate must submit to and pass a county paid criminal background screening. Selected candidate must possess and maintain a valid New Mexico Class D Driver's License as incumbent shall be appointed to drive a County vehicle during the performance of his/her duties.

Apply Online at:

https://www.santafecountynm.gov/human_resources/employment_applications.

Resumes will not be accepted in lieu of the official Santa Fe County employment application. Proof of education, certificates and/or endorsements must be attached to each application.

Revised 10/26/2022