

City of Socorro Job Description

Job Title: Public Affairs Coordinator	Department: Recreation Center
FLSA Status: Full Time Non-Exempt	Salary: \$18.00-\$22.00
Approved: October 1, 2026	Last Revised:

Position Summary:

Under the general supervision of the Communications Director and Historic Preservation Officer, the Public Affairs Coordinator serves as a professional representative of the City of Socorro and provides comprehensive communications, administration, coordination, and operational support across all departmental functions. The position is primarily focused on public affairs, public relations, government relations, community engagement, constituent services, and customer service, requiring regular interaction with residents, elected and appointed officials, governmental agencies, community organizations, media representatives, businesses, vendors, and other stakeholders.

Duties, Functions, and Responsibilities:

- Serves as a key departmental resource across Communications, Recreation, Special Events, Legislative Affairs, Historic Preservation, Emergency Management, and Transit, contributing to programs, services, projects, initiatives, and day-to-day operational needs.
- Creates and delivers engaging public information and communications through written, graphic, photographic, and video content for print, website, social media, digital platforms, presentations, and public information campaigns; contributes to media relations, public messaging, press materials, interviews, and emergency communications while monitoring engagement and community feedback.
- Advances the City's commitment to bilingual public engagement by communicating and assisting with public information, outreach materials, social media, resident interactions, programs, events, and other community-facing activities in English and Spanish.
- Connects residents, businesses, visitors, and community stakeholders with City services by delivering professional and responsive customer service, addressing questions and concerns, coordinating service requests with appropriate departments, tracking follow-up, and communicating resolutions or updates.
- Cultivates strong community and governmental relationships with residents, businesses, nonprofit and civic organizations, educational institutions, elected and appointed officials, boards and commissions, and local, state, and federal agencies to strengthen partnerships and advance City initiatives.
- Contributes to legislative and government relations efforts through policy and legislative research, governmental correspondence, reports, briefing materials, talking points, meeting preparation, stakeholder coordination, intergovernmental outreach, and communication with elected officials and public agencies.
- Brings City programs, projects, events, meetings, and outreach initiatives from planning to implementation by coordinating schedules, timelines, logistics, vendors, volunteers, stakeholders, materials, equipment, promotion, setup, documentation, and post-project evaluation.
- Strengthens departmental administration and financial accountability by monitoring budgets and expenditures, running financial and operational reports, compiling expense documentation, obtaining and comparing vendor quotes, coordinating purchases and invoices, maintaining procurement records, and assisting with contracts, grants, budget preparation, tracking, and reconciliation.
- Organizes and maintains accurate departmental records and resources, including correspondence, reports, presentations, schedules, project files, communication calendars, meeting materials, performance metrics, constituent records, operational data, photographs, digital assets, inventory, and other required documentation.
- Collaborates across departments and functional areas to respond to changing priorities, community needs, special projects, and operational demands while helping ensure the effective and continuous delivery of City programs and services.
- Maintains flexibility and availability to meet the needs of municipal operations, including regular and reliable attendance and, when required, work during evenings, weekends, holidays, public meetings, special events, emergency operations, exercises, and activations.
- Regular worksite attendance is an essential function.
- Responsible for any Other duties and assignments issued by the City Of Socorro.

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Knowledge, Skills and Abilities:

- Strong written and verbal communication skills with the ability to communicate clearly and professionally with a variety of audiences.
- Excellent customer service and interpersonal skills with an emphasis on professionalism, patience, tact, and responsiveness.
- Ability to communicate effectively with residents, City staff, elected and appointed officials, governmental agencies, media, community partners, and other stakeholders.
- Strong critical thinking and problem-solving skills with the ability to evaluate situations, identify solutions, and anticipate operational or community needs.
- Ability to exercise sound judgment and discretion in a public-facing governmental environment.
- Ability to remain organized, adaptable, and professional under pressure while managing changing priorities and deadlines.
- Strong organizational, project coordination, and time-management skills with the ability to manage multiple assignments simultaneously.
- Ability to work independently and collaboratively while maintaining productive relationships with internal and external partners.
- Creativity, initiative, and resourcefulness in developing communications, programs, events, outreach activities, and departmental projects.
- Working knowledge of Microsoft Office and common business technologies used for correspondence, reports, presentations, data tracking, and administrative functions.
- Working knowledge of graphic design, photography, video production and editing, and print and digital.
- Proficiency with creative software and platforms such as Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Acrobat, Canva, or comparable programs.
- Knowledge of social media management including content creation, publishing, scheduling, audience engagement, and platform administration.
- Ability to learn and adapt to new technologies, including content management systems, digital publishing tools, software, equipment, and social media platforms.
- Ability to communicate effectively in English and Spanish for resident assistance, community outreach, events, programs, and other public-facing activities.

Minimum Qualifications

- A Bachelor's degree is preferred, but not required, from an accredited college or university in Communications, Public Relations, Public Administration, Business Administration, Marketing, Management, Political Science, Tourism or Recreation Management, or a closely related field.
- Minimum of two (2) years of relevant professional experience in public affairs, communications, public relations, customer service, community or public engagement, government or public administration, event coordination, marketing, recreation, tourism, visitor or welcome center operations, or a closely related field.
- An equivalent combination of education, training, and relevant professional experience that demonstrates the knowledge, skills, and abilities necessary to perform the duties of the position successfully may be considered.
- Must possess a valid Texas Class C Driver License and maintain an acceptable driving record as required for City business.
- Must possess or obtain a Texas Food Handler Certification within six (6) months of employment.

Note: Upon reaching maximum salary level in each category; Only COLA increases will be given.

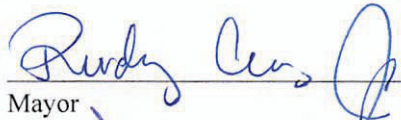
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Physical Requirements:

- Must be able to lift a minimum of 25+ lbs.
- Must be able to sit, stand, walk for extensive periods of time
- May be exposed to extreme weather conditions
- Required to drive City vehicles and in City traffic

Conditions of Employment:

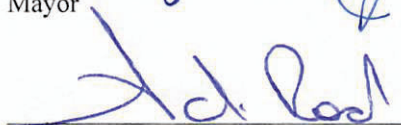
- Pass pre-employment Drug and Alcohol testing
- Pass pre-employment background check
- Have a clean driving record
- Work flexible hours and overtime as required (including some nights, weekends, holidays, and overnight shifts as required)
- Attend various after-hours governmental & community relations meetings



Mayor

10-16-26

Date



City Manager

10/16/24

Date



Human Resources Director

10/16/26

Date

Employee

Date