



South Central Regional Transit District (SCRTD)

Job Title: Government Relations and Communications Manager

Reports To: Executive Director

FLSA Status: Exempt

Location: Sunland Park, NM (with travel throughout Doña Ana County)

Salary Range: \$60,000 to \$80,000, commensurate with experience

Position Summary:

The Government Relations and Communications Manager is the primary liaison between the South Central Regional Transit District (SCRTD) and local, county, state, and federal officials. This position is responsible for advancing the District's legislative and policy priorities and supporting external communications to strengthen community relations and public awareness of SCRTD programs and services. The position also functions as the district's Communications Officer, ensuring consistent, strategic, and effective messaging across all platforms.

Key Responsibilities:

Government Relations (70%)

- Develop strong working relationships with elected officials, government staff, agencies, and partner organizations.
- Represent SCRTD at public meetings, legislative hearings, and local government functions.
- Track local, state, and federal legislation and policy developments relevant to transit, infrastructure, sustainability, and public funding.
- Coordinate with legislative consultants and advocacy partners on policy priorities and funding requests.
- Prepare briefing materials, legislative summaries, position statements, and reports for internal and external stakeholders.
- Assist in preparing grant applications and funding proposals that involve governmental partnerships or require political support.
- Facilitate interagency cooperation and maintain positive relations with regional municipalities and the Doña Ana County government.

Communications (30%)

- Develop and implement a comprehensive public relations and communications strategy for SCRTD.
- Serve as the primary media contact; draft press releases, media advisories, talking points, and public announcements.
- Oversee digital communications, including the SCRTD website, social media platforms, and e-newsletters.
- Coordinate community outreach and stakeholder engagement campaigns to increase awareness and ridership.
- Assist with event planning, including ribbon cuttings, groundbreakings, public meetings, and special services.
- Monitor and respond to public inquiries and feedback, ensuring transparency and accountability in all communications.

Qualifications:

Education and Experience:

- Bachelor's degree in Public Administration, Political Science, Communications, or a related field. Master's degree preferred.
- Minimum of five (5) years of professional experience in government affairs, public relations, or communications, preferably in a public agency or transportation-related field.

Knowledge, Skills, and Abilities:

- Strong understanding of legislative and intergovernmental processes.
- Exceptional written and verbal communication skills.
- Ability to develop and deliver persuasive presentations and advocacy materials.
- Demonstrated skill in managing public messaging, including media relations and social media.
- Comfortable engaging with elected officials and representing the agency in high-profile settings.
- Experience with grant writing and policy development is a plus.
- Bilingual in English and Spanish preferred.

Working Conditions:

This position requires occasional evening and weekend work.

Travel within the SCRTD service area and to Santa Fe and El Paso may be required.