

KING COUNTY LIBRARY SYSTEM
Job Description

Title: **Communications/Copy Specialist**

Dept.: **Community Relations**

Job Code Number: **10476**

Reports to: **Community Relations Manager**

Grade Number: **14, Represented**

Effective Date: **May 2006**

FLSA Status: **Non-Exempt**

General Position Summary:

Responsible for the strategic writing, editing and proofreading for assigned communication products that may include print, web, marketing, strategic plans and periodic reports. Skilled communications specialist with ability to quickly take organizational information and strategy and translate it into effective, accurate, succinct and audience-appropriate content that engages and motivates audiences. Possesses interpersonal skills to successfully develop and coordinate internal and external resources and relationships necessary to achieve goals and to successfully plan and implement complex projects and programs.

Essential Duties/Major Responsibilities:

Any of the following duties may be performed. These examples are not necessarily performed by all incumbents, however, and do not include all specific tasks an incumbent may be expected to perform.

1. Develops, writes and oversees the production and distribution of KCLS internal and external communications as directed.
2. Updates content and successfully coordinates with ITS and other KCLS departments for assigned webpage(s).
3. Prepares and coordinates communications and publicity for KCLS programs and events.
4. Coordinates and assists with a variety of internal and external communication programs, such as the KCLS annual Workplace Giving Campaign, Summer Reading program and others as assigned.
5. Develops and maintains communications and project databases (including media, monthly newsletter subscribers, etc).
6. Organizes and coordinates special events, openings and dedications.
7. Assists in the coordination of communications with system libraries, providing direction regarding the accuracy and appropriateness of copy.
8. Oversees brand consistency through all assigned messaging and content.

Secondary Duties:

1. Provides backup to related positions.
2. Assists in researching and developing communication materials that support the overall strategic marketing and promotional plans.

3. Other related work as assigned.

Communication:

Contacts are normally made with KCLS employees and customers, vendors, etc. Frequently contacts are made on the incumbent's own initiative; they are regularly initiated by a third party and occasionally are made at the supervisor's request. The position has a requirement to interact with customers frequently and communications occasionally contain discussion about confidential/sensitive matters.

Initiative:

The position develops practices and procedures for a department or facility and is responsible for problem solving with others within own department. The position frequently develops new services or concepts and the job involves a high degree of complexity. The job operates independently with minimal supervision and there are frequent new and varied work situations. Decisions are made within general organizational policy constraints/guidelines.

Accountability:

The position experiences frequent interruptions and maximum flexibility is required. It is responsible for refined planning and goal setting and planning is as part of a group activity. Some strategic planning is involved at the facility/department level. Decisions made by this position have broad/far reaching impact across KCLS and the incumbent's work is monitored or checked occasionally by the supervisor. Supplies and inventory related to events sponsored by the KCLS are maintained by this position. Records of archived materials clippings and an extensive media database are also under the control of the incumbent.

Leadership:

The position has an assigned leadership function and is responsible for role modeling and promoting organizational values within the work unit or department as a representative of the organization in the community.

DESIRED MINIMUM QUALIFICATIONS

Education and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined below is graduation from a college or university with an undergraduate or equivalent in Communications, Public Relations, Journalism or related field, and two years of progressively responsible work experience relating to communications, public relations marketing or journalism; including copywriting and editing or an equivalent combination of training and experience or an any

equivalent combination of education and experience which meets the necessary qualifications to successfully perform the duties of the position.

Necessary Knowledge, Ability and Skills:

- Extensive knowledge and familiarity with non-profit/public agency marketing communications.
- Extensive knowledge of staff and communications requirements of organizations involved in activities such as branch openings, dedications, the introduction of new programs, etc.
- Thorough knowledge of English, including grammar, punctuation and knowledge of professional style manuals.
- Considerable knowledge of communications materials, systems and alternative approaches in dealing with the media, public officials and other parties involved in organization's activities.
- Considerable knowledge of computer systems such as Word, Access, Excel and PowerPoint and PC/Mac.

Ability to:

- Work amidst multiple priorities and deadlines.
- Manage a variety of tasks and assignments simultaneously.
- Learn and enhance new skills.
- Grasp the overall picture as well as the individual components.
- Adapt and be flexible with complex projects and diverse audiences.
- Communicate ideas and thoughts effectively and professionally as well as clearly and succinctly both verbally and in writing with internal and external clients.
- Be sensitive to the communication needs of diverse audiences
- Develop and maintain positive relationships with staff, patrons and other community members and organizations involved with the KCLS.
- Manage projects collaboratively across all departments from conception to finished product/project.
- Have a hands-on approach.
- Excel in a fast-paced, high-pressure, dynamic environment.

Skill in:

- Assessing situations/problems and logically finding creative and effective solutions.
- Using computer software and hardware.
- Employing verbal and written communications skills; particularly accuracy, effectiveness and content of written material.
- Understanding questions and finding complete and accurate answers.

- Decision making and exercising independent judgement based on experience and knowledge of KCLS programs and branch activities.
- Working as a team with others involved in activities such as library openings, introductions of new programs or special activities sponsored by KCLS.
- Interpersonal relations and sensitivity while dealing with diverse groups and individuals.
- Achieving results.
- Photography.

SPECIAL REQUIREMENTS

Valid Washington driver's license.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is occasionally required to walk; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT

Work is performed in a normal office environment. Constant sitting, extensive close work (eyestrain) and extensive PC monitor work are involved in the position.

Advancement Possibilities:

Graphics Specialist

Manager, Community Relations

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between KCLS and the employee, and is subject to change as the needs of KCLS and the requirements of the job change.

Approval: _____
HR Manager

Final: 7/31/01

Revised: 5/9/06