

**KING COUNTY LIBRARY SYSTEM
Job Description**

Title: **Director - Community Relations & Marketing**

Dept.: **Community Relations & Marketing** Job Code: **10061**

Reports to: **Director** Grade Number: **25, Non-represented**

Effective Date: **July 2001** FLSA Status: **Exempt**

General Position Summary:

Plan and implement programs, communications, and marketing products to enhance overall internal and external relations and broad-based community awareness of the KCLS system.

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. Develop, produce, and execute system-wide promotional programs for library services and special events. Plan and oversee advertising and promotion activities.
2. Develop and implement a brand identity strategy.
3. Develop, produce, and promote public information materials that contribute to staff and public awareness of Library services and enhance public opinion of KCLS.
4. Direct and coordinate internal communications. Coordinate with other divisions and departments in planning, developing, and maintaining orderly patterns of inter-departmental efforts.
5. Direct the development, copywriting and production of system marketing materials, including monthly newsletter. Prepare or supervise the preparation of press releases, and maintain positive working relationships with local news media.
6. Select, develop, motivate, direct, and evaluate the work of Community Relations and Graphics staff.
7. Perform other related duties as assigned.
8. Oversee and plan for budgets related to Community Relations and Graphics.

Secondary Duties:

1. Proofread and edit materials.
2. Participate in and/or chair various committees.

Communication:

Incumbent has frequent interaction with a broad range of people both in individual or group settings. Contacts may be within the library structure, with the general public, the news media, or with other public and private agencies. Contacts are either by phone or face to face. Sensitive or confidential information is regularly discussed, necessitating discretion. Occasional formal presentations to groups are a part of job responsibilities.

Initiative:

Incumbent is responsible for problem solving across the organization, and for developing department, facility, and organization-wide policies/procedures. Position frequently develops new programs/services or concepts. The job involves a high degree of complexity, and is performed with little or no direction given. Work involves frequent new and varied situations. Decisions are made within general organizational policy constraints/guidelines.

Accountability:

Position involves frequent interruptions with maximum flexibility required. The incumbent has substantial planning and goal-setting responsibilities, including long-term and strategic planning. The position makes decisions that have broad/far reaching impact across KCLS. Supervisor or the Board occasionally monitors work. An error would impact other functions within the department, and could adversely affect budget and public opinion. A delay in work could impact system libraries, particularly where coverage and promotion of activities or programs was involved. This position is responsible for the budget, equipment, and supplies for Community Relations and Graphics, as well as other marketing resources. Record keeping responsibilities include communications with patrons, budget and staff records, all of which may involve sensitive issues. Staff records are highly confidential.

Leadership:

Position includes mentoring responsibilities as a senior management team member. The position takes a leadership role in modeling and promoting organizational values across the organization and as a representative of the organization to the community.

DESIRED MINIMUM EXPERIENCE

Education/Experience:

- Bachelor's degree in Communications, Public Relations, Marketing, Education, or a related field.
- Five to seven years of progressively responsible experience in community or public relations, public information, print production, or a related field, with at least 2 years in a supervisory position.

Necessary Knowledge, Ability and Skills:

- Marketing tools and techniques.
- Branding.
- Advertising.
- Graphics.
- Print Production.
- Principles of Supervision.
- Knowledge and support of the principles of intellectual freedom.

Ability to:

- Manage detailed projects within tight timelines.
- Establish and maintain effective working relationships.
- Manage, supervise, mentor, lead and motivate staff effectively.
- Read, write, speak and understand the English language.
- Develop and maintain a customer service orientation towards staff, patrons and community members.
- Make presentations to community and staff groups.

Skill in:

- Personal and work group organization.
- Effective written and verbal communication, including public speaking.
- Process management.
- Making decisions within the overall framework of KCLS policy, systems and procedures.
- Developing creative approaches related to increasing public awareness of the services, materials and programs available through the KCLS.
- Interpersonal relationships in a wide variety of situations and towards a diverse public/patron population.

SPECIAL REQUIREMENTS

Valid Washington State Drivers License.

PHYSICAL DEMANDS

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

WORK ENVIRONMENT

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Job is primarily performed in doors in a typical office setting, and involves frequent close work including use of a PC monitor.

Advancement Possibilities:

Dependent upon education, training, and work experience

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