

KING COUNTY LIBRARY SYSTEM
Job Description

Title: **Public Relations Specialist**

Dept.: **Community Relations**

Job Code Number: **10475**

Reports to: **Manager, Community Relations &
Graphics**

Grade Number: **16, Represented**

Effective Date: **January 2004**

FLSA Status: **Non-Exempt**

General Position Summary:

Develops strategic communications plan and implementation strategy for KCLS including needs assessment, research, writing/editing, production and distribution of materials to effectively publicize KCLS programs to the community. Responsible for media relations which includes organizing and implementing media events and exhibits. Develops publicity for KCLS wide promotions and events such as story events, summer reading program etc.

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. Research and write news, features and promotions for use by relevant media organizations.
2. Develops and implements strategic communication plan including establishing and expanding long-term corporate/community partnerships and developing promotion strategies and materials to enhance visibility of and appreciation for KCLS.
3. Maintains brand management guidelines.
4. Performs a lead role in developing system-wide communications programs.
5. Prepares major presentations and entries.
6. Assists in writing and content for PR materials
7. Provides photographs for publicity.
8. Coordinates with appropriate staff to develop major presentation materials.
9. Provides public relations consulting services to KCLS departments, as needed.

Secondary Duties:

1. Provide backup for related positions
2. Serve on various employee committees as assigned
3. Perform other related duties as assigned

Communication:

This position has contacts with KCLS employees and customers, vendors, media, etc. Contacts are frequently initiated on the incumbent's own initiative or by a third party and are regularly

initiated by the incumbent's supervisor. The position has a requirement to interact with customers on a regular basis and communications occasionally contain discussions about confidential/sensitive matters.

Initiative:

The position operates from established and well-known procedures (on a general basis) and is responsible for problem solving with others within her/his own department. The position frequently develops new programs/services or concepts and it involves a high degree of complexity. It 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. The position has refined planning and goal-setting responsibilities and planning as part of a group. Some strategic planning at the facility/department level is required.

Leadership:

The position has an assigned leadership function and it 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

Knowledge Required:

- Considerable knowledge of all aspects of KCLS including its libraries, policies, operations values and personnel policies.
- Extensive knowledge of written English including editing and style standards.
- Extensive knowledge of media relations and local sensitivities in KCLS branch communities.
- Working knowledge of photography techniques.
- Considerable knowledge of office software and knowledge of computer systems including Mac.
- Knowledge and support of the principles of intellectual freedom.
- Considerable knowledge of the principles and practices of public relations.
- Working knowledge of strategic planning, implementation, project management and team function.

Ability to:

- Explain and articulate all aspects of the KLCS to the media, general public, staff, and peers.
- Balance multiple priorities and meet deadlines.
- Work effectively with many different organizations and staff to develop appropriate materials.
- Research, develop, write and edit a variety of KCLS public information materials.
- Provide team leadership in a collegial environment.

Skill in:

- Decision-making.
- Interpersonal skills including skills in working as a member of a team.
- Creativity in the design and implementation of materials to be made available to the public regarding the KCLS.
- Mentoring in the supervision of part time staff and coaching interns and other lower classified community relations staff, as directed.

Education and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is with a Bachelor's degree or equivalent, specializing in Public Relations, Marketing, English, Communications or a related field and five years experience in public relations/marketing including editing and media relations or an equivalent combination of education and training that demonstrates the ability to successfully perform the duties of the position.

SPECIAL REQUIREMENTS

A valid Washington driver's license.

PHYSICAL DEMANDS

Physical activities of this position include standing, walking, talking, hearing, keyboarding, and repetitive motions of hands/wrists. The position is required to push, lift, pull and carry items weighing up to 50 pounds on an occasional basis.

WORK ENVIRONMENT

Work is performed in a normal office environment. Work involves constant sitting and excessive PC monitor work.

Advancement Possibilities:
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: 12/23/03