

KING COUNTY LIBRARY SYSTEM
Job Description

Title: **Communications/Copy Specialist**

Dept.: **Community Relations**

Job Code Number: **10476**

Reports to: **Director of Community Relations
and Marketing**

Grade Number: **14, Represented**

Effective Date: **Revised January 2019**

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.

Develops, writes and oversees the production and distribution of KCLS internal and external communications as directed.

Updates content and successfully coordinates with ITS and other KCLS departments for assigned webpage(s).

Prepares and coordinates communications and publicity for KCLS programs and events.

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.

Develops and maintains communications and project databases (including media, monthly newsletter subscribers, etc).

Organizes and coordinates special events, openings and dedications.

Assists in the coordination of communications with system libraries, providing direction regarding the accuracy and appropriateness of copy.

Oversees brand consistency through all assigned messaging and content.

Secondary Duties:

Provides backup to related positions.

Assists in researching and developing communication materials that support the overall strategic marketing and promotional plans.

Other related work as assigned.

Core Competencies:

Valuing Diversity

Manages relationships with all kinds and classes of people inclusively and equitably; respects, values, and encourages the unique dimension each employee adds to the organization and each member of the community brings to the whole. Seeks opportunities to learn about differences.

Customer Focus

Primarily focused on customer needs, able to deliver high quality, value added services. Constantly strives to find new ways to increase customer satisfaction and understanding, foster equitable services, and forge meaningful connections.

Ethics, Values and Judgement

Exercises best judgment, trustworthiness, and professional standards of conduct; consistently demonstrates organization's values, moral principles, and accountability through behavior, character, and action. Defends intellectual freedom and confidentiality.

Professional and Technical Knowledge

Demonstrates proficiency in professional and technical skills and/or knowledge in position-related areas; purposely keeps up with current developments and trends in areas of expertise, in order to better foster personal success and connections for others.

Communicates Effectively

Conveys ideas/information in a way that is clear, engaging, and suitable to the audience. Main point of their message is apparent. Listens more than they speak, responds appropriately. Seeks influence.

Organizing and Planning

Establishes courses of action for self, can influence others to ensure that work is efficient, appropriately sensitive to real restraints on time and resources. Willing to take a risk.

Work Quality

Inspires and strives for excellence in all aspects of work including setting high standards of performance for self and others; ensures that results are complete and accurate; exhibits attention to detail.

Teamwork/Collaboration

Works cooperatively and productively with others to achieve goals and deliverables. Is aware of, utilizes and celebrate their own and team member's strengths and differences.

Accountability

Holds self, direct reports, and others accountable for achieving intended outcomes; follows up and monitors progress to ensure that things stay on track; models organizational values and norms.

Adaptability and Flexibility

Adapts and adjusts comfortably to changing or different situations, conditions, and work responsibilities in ways that still result in productive performance.

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.
- Two years' 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.

SPECIAL REQUIREMENTS

Valid Washington driver's license.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is changing tasks depending upon the shift and will in most cases occasionally stand and walk and up to constantly sit. Will occasionally reach up or down and frequently reach out. Constantly using hands in conjunction with finger use and up to frequent keyboarding, this handling or keyboarding may be repetitive up to frequently. May operate foot controls up to occasionally. The employee will seldom lift up to 35 lbs. Employee will seldom push/pull carts and wheeled equipment with light force.

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: _____
Director of HR