

**KING COUNTY LIBRARY SYSTEM**  
**Job Description**

Title: **Community Engagement Specialist**

Dept: **KCLS Foundation**

Reports to: **Executive Director, Foundation**

Effective Date: **Revised January 2022**

Job Code Number: **20012**

Grade Number: **14, Non-represented**

FLSA Status: **Non-Exempt**

General Position Summary:

Responsible for leading, planning, and executing annual giving strategies. Designs and executes targeted direct mail and email campaigns to acquire new donors, grow existing donors, and secure gifts up to \$10,000. Develops and executes digital strategies to regularly engage, retain and steward donors. Maintains and ensures the accuracy and integrity of the King County Library System Foundation donor database and its utilization for raising funds. Performs donor analysis, and utilizes optimization tools to refine prospect and donor lists to improve donor engagement, fundraising results and stewardship practices. Assists with events planning and fundraising initiatives.

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. Using donor database and communication tools, develops and maintains systems to create timely, efficient direct mail and email campaigns execution with current and prospective donors.
2. Creates and implements short- and long-term action plans for the Foundation's annual giving fundraising initiatives, including appeals, newsletters, giving days. Collaborates with Foundation staff, Board members and volunteer leadership regarding fundraising initiatives.
3. Drafts, designs, and distributes communication materials such as appeals, newsletters, donor stewardship materials and the annual report in collaboration with other publications and design teams.
4. Collaborates with communications staff to utilize social media, website, email, and other channels in fundraising campaigns and communications with donors.
5. Performs reconciliation of monthly contribution reports with Accounting Specialist.
6. Processes and tracks all contributions made to the KCLS Foundation, including but not limited to gifts made by check, cash, credit card, EFT, stock, in-kind, and through events.
7. Tracks and monitors financial information. Applies performance metrics, monitors progress toward goals, identifies trends and adapts strategies as needed.

8. Designs processes to generate, analyze and interpret donor giving data to identify donor giving trends and produce reports. Generates regular fund and donor updates and progress reports to monitor performance against goals.
9. Assists with preparation of annual budget and income projections for upcoming fiscal year.
10. Serves as the initial contact for KCLS Foundation. Provides assistance to current and potential donors. Answers phones, e-mails, queries and correspondence, and forwards inquiries as appropriate.
11. Establishes and maintains Standard Operating Protocols for the donor database; trains staff to ensure data is organized in a way to make accurate analysis and reporting efficient.
12. Provides volunteer coordination and manages event database, including reconciliation with primary donor database, for annual gala.

#### Secondary Duties:

1. Assists donors with in-kind contributions of books.
2. Liaison between KCLS and vending contractors.
3. Prepares and analyzes other reports, as needed or requested.
4. Serves on various committees.
5. Provides general event support.
6. Performs other related duties as assigned.

#### Core Competencies:

##### **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 Judgment**

Exercises best judgment, trustworthiness, and professional standards of conduct; consistently demonstrates organizational values, moral principles, and accountability in behavior, character and action. Defends intellectual freedom and patron confidentiality.

##### **Professional & 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 foster personal success and connections for others.

##### **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 from differences.

##### **Decision Quality**

Makes decisions and solves problems, can deal adeptly with varied levels of complexity, ambiguity, and risk; takes responsibility and accepts ownership for decisions regardless of outcome. Responds promptly and appropriately in crises situations.

**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.

**Teamwork/Collaborating**

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.

Desired Minimum Qualifications:

A typical way of obtaining the knowledge, skills and abilities for this position is:

- Bachelor's degree in marketing, communications, public relations, public administration or a closely related field;
- Minimum three years' experience in fundraising, including digital and direct mail outreach;
- Minimum two years' experience using relational database at an intermediate level; or
- An equivalent combination of training and experience with demonstration of:
  - Non-profit communications;
  - Significant experience with donor databases; and
  - Data management and analysis.

Special Requirements:

Valid Washington State driver's license.

Physical Demands:

While performing the duties of this job, the employee is constantly using hands in conjunction with frequent finger use and typing, 10-key and this typing may be repetitive up to frequently. Constantly sits up to 2 hours at a time and seldom to occasionally will stand and walk. Annual event requires constant standing and walking. Will frequently reach up to chest level with hands and arms to work at desk. The employee will occasionally lift to 10 pounds, seldom up to 35 pounds, and seldom push carts with up to 20 pounds of force.

Work Environment:

Work is performed in a typical office environment. Some travel to the KCLS locations through King County. Occasional evening or early morning or weekends meetings and events.

Advancement Possibilities:

Director of Major Gifts  
Public Relations Specialist  
Executive Assistant  
Depending on education, training, and 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: \_\_\_\_\_  
Director of HR

Final:  
Revised: 7/2019  
1/2022