KING COUNTY LIBRARY SYSTEM
Job Description

Title: Community Engagement Specialist
Dept.: KCLS Foundation
Reports to: Executive Director – KCLS Foundation
Job Code Number: 20012
Grade Number: 14, Non-represented
FLSA Status: Non-Exempt

Effective Date: Revised July 2019

General Position Summary:
Maintains and ensures the accuracy and integrity of the King County Library System Foundation database and its utilization for raising funds. Designs and executes targeted direct mail and email campaigns to secure gifts up to $10,000. Develops and employs optimization tools to refine prospect and donor lists and set mass communication priorities to improve 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. Performs reconciliation of monthly contribution reports with Accounting Specialist.
2. Tracks and monitors financial information. Applies performance metrics, monitors progress toward goals, identifies trends and adapts strategies as needed.
3. 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. Prepares and analyzes other reports, as needed or requested, on donation campaigns, mailings, events, including income, expense and other factors. Assists staff with standard parameters for reports.
4. 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.
5. Utilizes social media and networks, email, and other technology in fundraising campaigns and communications with donors.
6. Drafts and distributes all communication materials such as, thank you letters, renewals, web content, emails, e-blasts, appeals and special marketing materials, as needed. Collaborates with other publications and design teams to produce annual newsletter, gratitude report, materials for events and all marketing needs.
7. Collaborates with Foundation staff, Board members and volunteer leadership regarding fundraising initiatives.
8. 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.
9. 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.

**Secondary Duties:**

1. Assists donors with in-kind contributions of books.
2. Serves on various committees.
3. Provides general event support.
4. Performs other related duties 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.

**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.

**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.

DESIRED MINIMUM QUALIFICATIONS

Education and Experience:
A typical way of obtaining the knowledge, skills and abilities necessary to successfully perform the essential duties of the position is:

- Bachelor’s degree in communications, public relations, public administration or a closely related field.
- Minimum three years’ experience in fundraising.
- Minimum two years’ experience using relational database at an advanced level. Advanced use of a donor database preferred.
- Or an equivalent combination of training and experience in non-profit communications, data management and analysis that provide the required knowledge, skills and abilities to perform the duties and responsibilities of the classification.

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 involved in this position requires occasional evening or early morning or weekends meetings and events. Extensive close work (eye strain), extensive PC monitor work and the occasional setting up/taking down of materials transported in support of meetings and special events are part of the job.

Advancement Possibilities:
Director of Major Gifts
Public Relations Specialist
Executive Assistant
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