

KING COUNTY LIBRARY SYSTEM
Job Description

Title: **Community Relations Specialist**

Dept.: **Community Relations**

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

Effective Date: **Revised January 2021**

Job Code Number: **10465**

Grade Number: **16, Represented**

FLSA Status: **Non-Exempt**

General Position Summary:

Reviews, proofreads and edits all publicity requests received by the Community Relations Department. Obtains additional information if required prior to submitting to graphics department for publication. Writes press releases and screens requests for information from the public and press. Proof reads all promotional pieces prior to sending them to branch libraries. Orders “give aways” for gifts to the public for special events, promotions, volunteers and “Friends of the Library” groups.

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. Writes press releases and oversees their distribution.
2. Edits and proofreads all publicity requests.
3. Proofreads all publicity materials produced by the Graphics Department including such items as brochures, pamphlets, posters, etc.
4. Responds to questions from press and public regarding KCLS policies and procedures.
5. Assigns and monitors work of a clerk and student intern.
6. Coordinates KCLS mailings to groups such as the “Friends of the Library”.
7. Serves as contact for branches regarding printing and publicity jobs.

Secondary Duties:

1. Contact for organizations requesting publicity in libraries.
2. Coordinates distribution of materials from outside organizations to appropriate branch libraries.
3. Obtains promotional material for libraries.
4. Record keeping and reporting department activities.
5. Helps coordinate special events such as library groundbreakings, openings and dedications.

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.

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.

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:

- Bachelor's degree or equivalent specializing in communications, English, public relations, public administration, or related field.
- Two to four years' experience in community relations work.
- Training in office programs, such as MS Word and Excel. Classroom training in writing skills, communication and PR techniques.

SPECIAL REQUIREMENTS

Valid state 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. The incumbent experiences extensive close work (eyestrain) and extensive PC monitor work.

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