

KING COUNTY LIBRARY SYSTEM
Job Description

Title: **Director - Community Relations and Marketing**

Dept.: **Community Relations and Marketing** Job Code: **10061**

Reports to: **Director** Grade Number: **25, Non-represented**

Effective Date: **January 2019** FLSA Status: **Exempt**

General Position Summary:

Plan and implement programs, communications, and marketing products to enhance overall internal and external relations and broad-based community awareness of the KCLS system.

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. Develop, produce, and execute system-wide promotional programs for library services and special events. Plan and oversee advertising and promotion activities.
2. Develop and implement a brand identity strategy.
3. Develop, produce, and promote public information materials that contribute to staff and public awareness of Library services and enhance public opinion of KCLS.
4. Direct and coordinate internal communications. Coordinate with other divisions and departments in planning, developing, and maintaining orderly patterns of inter- departmental efforts.
5. Direct the development, copywriting and production of system marketing materials, including monthly newsletter. Prepare or supervise the preparation of press releases, and maintain positive working relationships with local news media.
6. Select, develop, motivate, direct, and evaluate the work of Community Relations and Graphics staff.
7. Perform other related duties as assigned.
8. Oversee and plan for budgets related to Community Relations and Graphics.

Secondary Duties:

1. Proofread and edit materials.
2. Participate in and/or chair various committees.

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.

Coaching and Counseling

Facilitates the development of other's knowledge, abilities, and skills to fulfill job and role responsibilities more effectively. Provides timely feedback, guidance, and encouragement to help others achieve better performance and goals; builds confidence of others.

Managerial Courage

Tactfully provides direct and actionable feedback in a timely manner, is open and direct but not intimidating; deals head-on with people and problems even in the most difficult situations.

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.

Vision and Strategic Thinking

Supports, promotes, and ensures alignment with the organization's vision, mission, and values; holds big picture view while setting priorities, often uses breakthrough strategies to find the way forward.

Drive for Results

Focuses on results and desired outcomes and how best to achieve them; does not confuse effort with results. Gets the job done.

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.

Managing Change

Embraces organizational changes and their rationale, models behavior needed during improvements in organization's effectiveness, competitiveness, and public service delivery; manages own reactions and supports others in the process.

DESIRED MINIMUM EXPERIENCE

Education/Experience:

- Bachelor's degree in communications, public relations, marketing, education, or a related field.
- Five to seven years' progressively responsible experience in community or public relations, public information, print production, or a related field, with at least 2 years in a supervisory position.

SPECIAL REQUIREMENTS

Valid Washington 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

Job is primarily performed in doors in a typical office setting, and involves frequent close work including use of a PC monitor.

Advancement Possibilities:

Dependent upon education, training, and work 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