

KING COUNTY LIBRARY SYSTEM
Job Description

Title: **Public Relations Specialist**

Dept.: **Community Relations**

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

Effective Date: **Revised January 2019**

Job Code Number: **10475**

Grade Number: **16, Represented**

FLSA Status: **Non-Exempt**

General Position Summary:

Develops strategic communications plan and implementation strategy for KCLS including needs assessment, research, writing/editing, production and distribution of materials to effectively publicize KCLS programs to the community. Responsible for media relations which includes organizing and implementing media events and exhibits. Develops publicity for KCLS wide promotions and events such as story events, summer reading program etc.

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. Research and write news, features and promotions for use by relevant media organizations.
2. Develops and implements strategic communication plan including establishing and expanding long-term corporate/community partnerships and developing promotion strategies and materials to enhance visibility of and appreciation for KCLS.
3. Maintains brand management guidelines.
4. Performs a lead role in developing system-wide communications programs.
5. Prepares major presentations and entries.
6. Assists in writing and content for PR materials
7. Provides photographs for publicity.
8. Coordinates with appropriate staff to develop major presentation materials.
9. Provides public relations consulting services to KCLS departments, as needed.

Secondary Duties:

1. Provide backup for related positions
2. Serve on various employee committees as assigned
3. Perform other related duties as assigned
4. This position has contacts with KCLS employees and customers, vendors, media, etc. Contacts are frequently initiated on the incumbent's own initiative or by a third party and are regularly initiated by the incumbent's supervisor. The position has a requirement to interact with customers on a regular basis and communications occasionally contain discussions about confidential/sensitive matters.

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.

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.

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 above is:

- Bachelor's degree or equivalent, specializing in public relations, marketing, English, communications, or a related field.
- Five years' experience in public relations/marketing including editing and media relations.
- Or, an equivalent combination of education and training that demonstrates the ability to successfully perform the duties of the position.

SPECIAL REQUIREMENTS

A 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. Work involves constant sitting and excessive PC monitor work.

Advancement Possibilities:

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