

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

Title: **Community Relations Specialist**

Dept.: **Community Relations**

Job Code Number: **10465**

Reports to: **Manager, Community Relations**

Grade Number: **14, Represented**

Effective Date: **July 2001**

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 groundbreaking, openings and dedications.

Communication:

This position has contacts with KCLS employees and customers, vendors, etc. Contacts are frequently initiated by the incumbent, regularly initiated by a third party and occasionally at the supervisor’s request.

The incumbent has a requirement to interact with customers (patrons and KCLS staff) on a frequent basis. Communications regularly contain sensitive information necessitating discretion.

Initiative:

The position develops practices and procedures for the department or facility such as workflow, task assignments and planning. The incumbent is responsible for problem solving within her/his own department and is involved as part of a group effort in some design of new programs/services or concepts. The job involves a high degree of complexity, receives moderate supervision and is subject to frequent new and varied work situations. Decisions are made within general organizational policy constraints/guidelines.

Accountability:

The position experiences frequent interruption and maximum flexibility is required. It requires refined planning and goal-setting skills and planning as part of a group activity; some strategic planning is involved at the facility/department level. Decisions made by the position have broad/far reaching impact across KCLS and the incumbent's work is monitored regularly by the Department Manager and branch staff.

Leadership:

The position is responsible for mentoring as a unit head. The position is responsible for role modeling and promoting organizational values within the work unit or department as a representative of the organization in the community.

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 software such as Word and Excel. Classroom training in writing skills, communication and PR techniques.

Necessary Knowledge, Ability and Skills:

- Extensive knowledge of policies and procedures, as they relate to communicating with the community; organization and staff in relevant areas such as branches, graphics etc.; and good communication and PR techniques.
- Considerable knowledge of graphic design and layout techniques, computer software, and press relations.
- Considerable knowledge of supervisory techniques and workflow analysis.
- Working knowledge of office software, including word processing, spreadsheets and data bases and MAC systems.
- Knowledge and support of the principles of intellectual freedom.

Ability to:

- Effectively analyze proposed material for overall appearance and community impact.
- Prioritize workload based on needs throughout the KCLS.
- Sometimes meet very tight deadlines.
- Develop and maintain positive relationships with staff, press and relevant outside organizations.
- Clearly and succinctly communicate ideas and thoughts both verbally and in writing.
- Develop resources to respond to questions and concerns regarding a broad range of communication and press-related issues.
- Communicate effectively with a diverse population.

Skill in:

- Written English, grammar, spelling and appropriate language for community acceptance.
- Dealing with press and public.
- People skills and teamwork in assisting others to develop time sensitive publication material.
- Developing and training part time staff.
- Use of office computer software.

**SPECIAL REQUIREMENTS**

Valid state driver's license at time of appointment.

**PHYSICAL DEMANDS**

While performing the duties of this job, the employee is frequently required to sit and talk or hear, and to use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to walk. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

**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: \_\_\_\_\_  
HR Manager