

Spokane County Library District

CLASSIFICATION: N08

POSITION TITLE:

Communication Specialist

GENERAL PURPOSE:

Assists the Communication & Development Officer in generating media coverage, sending email alerts to members and potential donors, writing persuasive blog posts and newsletter articles, participating in online social networks, and developing communication and campaign strategies for the District.

ILLUSTRATIVE EXAMPLES OF ESSENTIAL DUTIES AND RESPONSIBILITIES:

Responsible for organizing and drafting promotional copy for library programming, events, and activities; edit, research, schedule, and evaluate data for social media posts, and newsletter.

Provide copywriting and editing for press releases, fact sheets, newsletters website articles, and blogs.

Prepare and distribute press releases, media alerts, and press kits/briefings; may field responses to media-related inquiries.

Produce content for Twitter, Facebook, and other social media sites.

Assist in the operation of the District's website, including developing content and acting as contributing editor.

Evaluate public relations/marketing operations and activities; develop and recommend strategies for improving message delivery.

Coordinate editorial board and manage/maintain multiple editorial calendars to meet audiences at their points of need. Ensure a unified voice and accuracy, clarity, coherence, consistency, timeliness, effectiveness, and professionalism.

Contribute to the Communication Department's monthly report to the District's Executive Director and Board of Trustees.

Attend, facilitate, and assist with logistics for various events and meetings.

Conduct research and provide data analysis in various capacities.

Perform other functions as needed.

SUPERVISION:

This position reports to the Communication & Development Officer. Does not supervise.

NECESSARY KNOWLEDGE, SKILLS and ABILITIES:

Candidates selected for employment must satisfactorily demonstrate the following knowledge, skills and abilities during a prescribed trial period, and afterwards, for continued employment.

Knowledge of:

- The current and emerging trends in communication, public relations, and fund-raising.
- The formulation, design, layout and writing of effective public information materials.

Skill in:

- Use and application of social media.
- Development of effective community resources and contacts.

Ability to:

- Organize and express ideas effectively in verbal and written communication.
- Ability to translate complex technical information into simple, straightforward, easy-to-understand messages.
- Ability to effectively coordinate and interface with various departments.
- Ability to provide creative and innovative ideas.
- Ability to coordinate multiple tasks within established timelines.
- Work a flexible schedule that may include evenings and weekends.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

An individual performing the duties in this position is required to sit or stand for long periods of time, as well as hear, see, speak, and listen to individuals in a respectful and professional manner in order to successfully communicate with District staff and the public.

Must be able to use hands and fingers to handle, feel, or operate objects, tools, or controls such as a computer keyboard, mouse, or other device; perform repetitive motion using hands, wrists and arms. Physical exertion may be required to lift up to 40 pounds, or move office supplies.

Specific vision abilities required by this job include close vision, distance vision, ability to adjust focus, and ability to read materials in print or electronic format.

Must be able to work a flexible schedule including evenings and weekends, and transport oneself to other locations to perform work, and/or attend work-related meetings, workshops or conferences.

MINIMUM QUALIFICATIONS:

BA/BS in Communication, Marketing, or related field. Two years of recent experience in public relations or marketing, including copywriting, editing, or proofreading for publication. Proficiency in computer use and general office software, Microsoft Office preferred. Excellent oral and written communication skills required. Or any equivalent combination of education, training, or experience that ensures satisfactory performance of essential job functions.

Should be able to successfully pass a background check.

Possession of a valid driver's license and normal risk insurability preferred.

ILLUSTRATIVE EXAMPLES OF THE TYPES OF TOOLS/EQUIPMENT THAT MAY BE USED BY A PERSON IN THIS POSITION:

Personal computer, including keyboard, mouse and monitor, and word processing, database and spreadsheet programs, as well as web content and social media management; telephone; calculator; copier; and fax machine.

WORK ENVIRONMENT:

(The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.)

Work is performed primarily in an office environment while sitting at a desk or computer terminal for extended periods of time. Travel to different local locations may be required. Meeting business and statutory deadlines, ability to adapt to changing conditions, interruptions, and working under moderate to high stress levels are illustrative of the environmental requirements of the position.

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 the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Revised: 04/11/2014; 01/22/2015

I agree I have been given a copy of my current job description. I am aware it is my responsibility to understand the duties expected of me. If I do not understand, I will discuss my duties with my supervisor.

Signature

Print Name

Date