

S P O K A N E C O U N T Y L I B R A R Y D I S T R I C T

Job Title	Communication Specialist		
Reports to	Communication & Development Director	Supervises	N/A
FLSA/WMWA Status	Eligible for overtime	Remote Work Status	Eligible for remote work
Revision Date	February 2025	Compensation Band	MP2
Working Hours	While the District will make a good faith effort to maintain regular, predictable schedules, employees are expected to be available to work a variety of hours; working hours are subject to change and employees are scheduled according to the needs of the District which may include days, evenings, and weekends.		
Required	Background & driver license check		

Job Overview
Working independently with minimal supervision, this position assists the Communication & Development Director in generating media coverage, sending email alerts to customers and potential donors, writing persuasive news posts and newsletter articles, participating in online social networks, and developing communication and campaign strategies for the District.

Qualifications	
The ideal candidate will be able to build relationships at all levels, have three years' experience in public relations or marketing, including copywriting, editing, and/or proofreading for publication. The District may accept an equivalent combination of education and experience in lieu of the above.	
Ability to	Analyze and use reasoning to logically solve problems and contribute to the solution of problems related to District services
	Communicate effectively with staff and customers
	Develop effective community resources and contacts
	Establish and maintain successful team relationships
	Exercise interpersonal sensitivity while working effectively with individuals of diverse cultures, interpersonal styles, abilities, motivations, or backgrounds
	Follow directions and work quickly and accurately to meet deadlines
	Interact in a professional and respectful manner with staff and customers, demonstrating positive customer service behaviors
	Interpret, apply, and support system wide policies, procedures, and services
	Maintain confidentiality of customer information
	Model behavior for high levels of service
	Organize and express ideas effectively in verbal and written communication
	Translate complex technical information into simple, straightforward, easy-to-understand messages
	Travel to a variety of locations to perform work and/or attend work-related meetings and trainings
	Use initiative, problem-solving skills, and sound judgement
Work with and troubleshoot office machines, such as copiers	
Knowledge of	Alphabetic, numeric and/or alphanumeric order
	Current and emerging trends in communication, public relations, and marketing
	Dewey Decimal system of classification
	Library services and resources
	Microsoft Office and other software applications
Other	The formulation, design, layout, and writing of effective public information materials
	Valid driver license and required insurance when operating a privately-owned vehicle for business purposes

Job Duties

The duties listed are intended only as illustrations of the 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.

As part of the Communication Team:

- Organizes and drafts promotional copy for District programming, events, and activities; edits, researches, schedules, and evaluates data for news posts, and newsletter.
- Provides copywriting and editing for press releases, fact sheets, newsletters website articles, and news posts.
- Prepares and distributes press releases, media alerts, and press kits/briefings.
- Develops website content and acts as contributing editor for the District's website as part of the Web Team.
- Evaluates public relations/marketing operations and activities; develops and recommends strategies for improving message delivery.
- Coordinates editorial board for Engage; ensures a unified voice and accuracy, clarity, coherence, consistency, timeliness, effectiveness, and professionalism.
- Conducts research and provides data analysis related to District web pages.

Enforces the Code of Conduct.

Works to resolve internal and external customer issues effectively and with a customer-first mentality; refers to other departments or staff as necessary.

In addition, this position may:

- Clean & disinfect individual and common work areas.
- Perform seasonal tasks such as shoveling snow and spreading ice melt.

Performs other duties as needed or as directed.

Work Environment

Work is performed in a shared office environment.

The noise level is usually low.

Work may be performed outdoors and exposure to extreme weather conditions may occur.

Physical Demands

An individual performing the duties in this position may be required to stand, walk, stoop, kneel, reach, bend, and/or crouch; lift, carry and/or grasp up to 40 pounds and/or push and/or pull objects weighing up to 200 pounds on a wheeled cart or hand truck.

Psychological Demands

Make decisions, learn new tasks, remember processes, maintain focus performing repetitive duties, communicate with customers and other staff, interact with or witness interactions with individuals who may be angry, hostile, experiencing mental and/or physical health issues