

Position Title	Communication Specialist		
Working Title			
FLSA Status	Exempt	Job Code	0851
Salary Band	MP2	Revision Date	1/2019

General Purpose

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 blog posts and newsletter articles, participating in online social networks, and developing communication and campaign strategies for the District.

Illustrative Examples of Duties and Responsibilities

Responsible for organizing and drafting promotional copy for library programming, events, and activities; edits, researches, schedules, and evaluates data for social media posts, and newsletter.

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

Prepares and distributes press releases, media alerts, and press kits/briefings.

Produces and posts content for a variety of social media sites.

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

Evaluates public relations/marketing operations and activities; develops and recommends strategies for improving message delivery.

Coordinates editorial board and manages/maintains multiple editorial calendars to meet audiences at their points of need. Ensures a unified voice and accuracy, clarity, coherence, consistency, timeliness, effectiveness, and professionalism.

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

Attends, facilitates, and assists with logistics for various events and meetings.

Conducts research and provides data analysis in various capacities.

Performs other related duties as needed.

Supervision

Reports to: Communication & Development Director

Supervises: N/A



www.sclld.org
Administrative Offices
509.893.8200
fax 509.893.8472

Airway Heights Library
509.893.8250
Argonne Library
509.893.8260

Cheney Library
509.893.8280
Deer Park Library
509.893.8300

Fairfield Library
509.893.8320
Medical Lake Library
509.893.8330

Moran Prairie Library
509.893.8340
North Spokane Library
509.893.8350

Otis Orchards Library
509.893.8390
Spokane Valley Library
509.893.8400

Minimum Qualifications

Required

- Bachelor's Degree in Communication, Marketing or related field.
- Two years of recent experience in public relations or marketing, including copywriting, editing, or proofreading for publication.

Preferred

N/A

The District may accept an equivalent combination of education and experience in lieu of the above requirements.

Necessary Knowledge, Skills & Abilities

Knowledge of

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

Skill in

- Use and application of social media.
- Use of personal computers and Microsoft Office applications.
- Development of effective community resources and contacts.

Ability to

- Organize and express ideas effectively in verbal and written communication.
- Translate complex technical information into simple, straightforward, easy-to-understand messages.
- Effectively coordinate and interface with various departments.
- Provide creative and innovative ideas.
- Coordinate multiple tasks within established timelines.
- Consistently demonstrate effective customer service behavior(s);
- Interact in a professional and respectful manner with District staff and the public;
- Establish and maintain effective working relationships in a team environment;
- Use initiative, problem-solving skills, and sound judgment;

Work Environment/Physical Demands

Work is performed either in an office environment while sitting/standing at a desk for extended periods of time or in the community at various locations. This position requires frequent public contact. 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.



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An individual performing the duties in this position may be required to sit or stand for long periods of time, lift or move up to 40 pounds and/or push and/or pull objects weighing 50-100 pounds on a wheeled cart or book truck.

Special Requirements

- Criminal background check required.
- Must have valid driver's license and required mandatory insurance when operating a privately owned vehicle for business purposes.
- Must be able to travel to other locations to perform work, and/or attend work-related meetings, workshops or conferences.

The duties listed above 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.

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.



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