

Metropolitan King County Council Position Descriptions



Position: External Relations Manager	FLSA: salaried, overtime exempt
Department: Communications Group	Salary Grade: 127
Council Approved: March 27, 2019	

Summary

Oversees external relationships and visual branding in furthering the goals of the Council and its initiatives. Serves as a project manager for Council and community initiatives, acting on the Council's behalf and at its active direction. The External Relations Manager is salaried, at will, overtime exempt classification. This position reports to the Director of Communications, but is responsive to all members of the Council on external relation matters.

Distinguishing Career Features

Both a strategic advisor and project manager who can also execute visual concepts in a way that adds value to policy goals to all Council initiatives. Oversees external facing communications including social media, web, and design. Serves as project manager for Council initiatives as designated.

Essential Duties and Responsibilities

- The External Relations Manager will work to enhance the values, goals, communications and policy objectives of the Council with internal and external audiences. The individual must be a quick study, a strong project manager, and adept at political and visual communication.
- In coordination with the Director of Communications and Councilmember offices, responsible for directing the Council's overall brand. Provides artistic direction, oversight and quality control for the production of visual communications to ensure content is on-brand.
- Serve as a project manager for Council and community initiatives, acting on the Council's behalf and at its active direction, to advance complex and controversial assignments.
- Manages special projects and performs or delegates other tasks, duties, or responsibilities, as needed.
- Supervise the Council's visual communications efforts.
- Oversees social media content and posting to ensure content is timely, relevant and on-brand.
- Liaises with Councilmember offices as well as policy staff and the Clerk's office to coordinate, prepare and align communications initiatives and special projects with policy goals.
- Plans, directs, coordinates, and provides advanced consultation in connection with legislation and policy development on high profile issues or projects.
- Working with the leadership team, Councilmembers and their staff, the External Relations Manager will:
 - Support policy and political issues affecting King County and develop effective strategies for solving them.

- Provide advice on a wide range of complex strategic, policy, organizational and management issues.
- As directed, work to facilitate consensus on issues of countywide importance.
- Establish and maintain productive relationships with Council policy staff, county executive and departments, other jurisdictions, and stakeholders.
- Develops and maintain external relationships/partnerships with elected officials and staff at the federal, state, and local level, community and civic groups and industry stakeholders.
- Monitor daily Council and committee activity to remain up-to-date with meetings, agendas, and proposed legislation.
- Coach, mentor and support other staff as needed.

Qualifications

Knowledge and Skills

- The position requires specialized professional experience in project management, public relations, social media, marketing or related discipline that enables conveyance of promotional communications and education to the public on public policy and legislative actions.
- Requires excellent organization, project management and communication skills. Requires excellent writing and editing skills.
- Requires a working understanding of the use of all types of media.
- Requires specialized knowledge in the structure and content of the English language to employ a variety of writing techniques that inform diverse audiences.
- Requires a working knowledge of communication and dissemination techniques and methods including alternative ways to inform and entertain via written, oral and visual media.
- Requires basic knowledge of human behavior, individual differences in ability, personality and interests, learning styles, and motivation.
- Requires technical experience in web site and web page development and design, including web authoring tools such as Dreamweaver, HTML, and Sitecore.
- Requires working knowledge in graphic design using Adobe Creative Suite and the techniques of publishing and layout for newsletters, news articles and press releases.
- Requires project ownership and to adapt to diverse personalities and styles, establish harmony and cooperation with work teams having competing objectives.
- Requires advanced knowledge of the theories, principles, and practices in one or more of the following areas, depending on the needs of the organization: public administration, budget and accounting, financial planning and analysis, public policy management, public relations and communications, or the equivalent that can aid policy analysis and development.
- Most competitive candidates will have an in-depth knowledge of County functions, strategies, programs, policies, and related legislative, intergovernmental, and community issues and challenges.

Abilities

- Requires the ability to multitask, set priorities and meet multiple deadlines in fast-paced environment.
- Requires a self-starter who understands the details within a much larger context.
- Requires the ability to work effectively and efficiently in a team as well as independently.
- Requires the ability to write professional content clearly and concisely for all forms of media including, but not limited to newspaper, magazine, broadcast, and speech.
- Requires the ability to prepare graphic arts.
- Requires consistent attendance and punctuality.

- Requires the ability to maintain productive and cooperative relationships with those encountered on work-related matters, including elected officials, the media, County employees, representatives of other governmental agencies, and the public.
- Demonstrate ownership by showing initiative, acting conscientious, and putting team results above individual accomplishments.
- Demonstrate growth mindset through resilience (rebounding and learning from challenges, setbacks, and failures), engaging in expansive thinking (constantly exploring new ideas, strategies, and resources to solve problems), and showing curiosity (eager to get to the bottom of things and understand the "why" behind them).
- Requires the ability to develop work plans for conducting complex research and analysis requiring participation of other internal and external groups.
- Requires the ability to remain objective with elected and appointed officials and to properly handle private and confidential communications.
- Requires the ability to use logic and reasoning to identify strengths and weaknesses of proposals, alternatives and conclusions; and spot potential legal issues for further legal analysis.
- Requires the ability to develop and maintain positive work relationships with peers, other committees, County organization units, other agencies, communities, and special interest groups.
- Requires the ability to prioritize workload to meet deadlines.

Education and Experience

The position requires a Bachelor's degree in business or public administration, public relations, marketing, communications, English or related discipline and eight years professional level experience in a media or public relations environment. Masters degree preferred.