

# Metropolitan King County Council

## Position Descriptions



Position: Public Relations Specialist	FLSA: salaried, overtime exempt
Department: Communications Group	Salary Grade: 122
Council Approved: 12/12/2016	

### Summary

Creates, designs and implements publications and web site pages for the Legislative Branch. Writes and coordinates production of awards, recognitions, and proclamations. Photographs council events. The Public Relations Specialist is a salaried, at-will, overtime exempt classification. . This position reports to the Director of Communications but is responsive to all members of the council.

### Distinguishing Career Features

Designs, writes, edits, lays out, and produces publications (e.g., brochures or newsletters), including services and product materials for specific target audiences.

### Essential Duties and Responsibilities

- Researches, writes, edits, and post written materials to Councilmember web sites and pages. Designs the layout of web pages, following guidelines that assure consistency for the Council. Sets up user interface and infrastructure and organization of information.
- Coordinates production and time lines with printers, artists, photographers, etc. Oversees the work of consultants and vendors.
- Participates in coordinating public events with the Council, Council members, communications staff, and other government agencies and citizens.
- Participates in the development of communications strategies and actions plans for the Council and its members. May work with other County agencies to facilitate certain aspects of their communications planning processes.
- May draft news releases or special interest stories for media release.
- Photographs Council events.
- Maintains resource files of persons, groups or organizations able to give general information related to program and activities, lists of technical resources to help with information and document production, and distribution lists.
- Monitors daily Council and committee activity to remain up-to-date with meetings, agendas, and proposed legislation.
- Use photo editing software, such as Photoshop, to manipulate and prepare images for both electronic and print publishing
- Performs other duties as assigned that support the overall objective of the position.

### Qualifications

#### Knowledge and Skills

- The position requires specialized professional knowledge in public relations, journalism, marketing or related discipline that enables conveyance of promotional communications and education to the public on public policy and legislative actions.
- 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 a working knowledge of the methods for showing, promoting, and selling services

including communications strategy and tactics.

- Requires basic knowledge of human behavior, individual differences in ability, personality and interests, learning styles, and motivation.
- Requires well-developed knowledge of and skill at using personal computer applications as those for desktop publishing, word processing, databases, and presentations.
- Requires technical knowledge in web site and web page development and design, including web authoring tools such as Dreamweaver, HTML, CSS, Cold Fusion, and ASP.
- Requires working knowledge in graphic design and the techniques of publishing and layout for newsletters, news articles and press releases.
- Requires well-developed human relations skill to advise and influence others, to gain trust when working with the media and general public, and to convey information to a diverse audience.

### **Abilities**

- Requires the ability to carry out the functions of the position.
- 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 the ability to plan and implement media events such as news conferences, speeches, and community events.
- Requires the ability to work under deadline pressure.
- Requires the ability to advise and facilitate discussions with customers on external communications needs.
- Requires the ability to prepare and present visually appealing written communications that respond to customers' communications strategies, plans, and needs.
- 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.

### **Physical Abilities**

- Incumbent must be able to function indoors engaged in work of primarily a sedentary nature with sufficient ambulatory ability to move about office environs and locations.
- Requires sufficient arm, hand, and finger dexterity to use a personal computer keyboard, multi-media presentation, and other office equipment.
- Requires normal hearing and speaking skills to communicate in one-on-one and small group settings.
- Requires visual acuity to observe the behaviors of others and read printed materials.

### **Education and Experience**

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

### **Licenses and Certificates**

May require a valid driver's license.

### **Working Conditions**

Work is performed indoors where minimal safety considerations exist.