



Metropolitan King County Council Position Description

Position: Communications Specialist	FLSA: salaried, overtime exempt
Department: Auditor's Office	Salary Grade: 124
Council Approved: 3-12-2018	Updated: 9-13-2024

Classification Summary

The Communications Specialist manages communications and design work; ensures the quality of office products; and supports the Operations Manager in the Auditor's Office with office administration.

Distinguishing Features of this Position

The specialist oversees, creates, designs, writes, edits, lays out, proofs, and produces publications, web pages, social media, multi-media, and photography. Supports auditors in developing graphics and conducting general administrative research. This position will also support key administrative functions. The Communications Specialist is a salaried, at-will, overtime-exempt classification. This position reports to the Auditor's Office Operations Manager.

Essential Duties and Responsibilities

- Directly oversees a broad array of communications initiatives including social media outreach, website management, multi-media, and other areas of communication
- Acts as a liaison with other county agencies to ensure that the responsibilities of the role are met
- Serves as a consultant to management and staff in developing communications including media materials
- Serves as a subject matter expert on the design, presentation, style, and construction of Auditor's Office products
- In collaboration with the management team, develops communications strategies and action plans for the Auditor's Office
- Develops graphics and analytical visualizations for Auditor's Office products including organizing and deriving meaning from data in consultation with auditors
- Manages functioning of Auditor's Office web pages and social media content, including researching, writing, editing, and posting content, and managing web-based processes

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- Ensures compliance of Auditor’s Office products with established standards for graphics, branding, reporting, and accessibility principles
- Copyedits and proofreads all Auditor’s Office products in alignment with county-approved and internal office style guides for clarity, consistency, conciseness, and correctness, including attention to sensitive language and fact-checking. Serves as a cold reader.
- Prepares Auditor’s Office products for publication and distribution.
- Supports auditors in developing graphics and conducting general administrative research.
- Serves as a backup to the Operations Manager
- Performs other duties as assigned that support the overall objective of the position

Qualifications

Required Knowledge and Skills

- Specialized professional knowledge in graphic design, visual communication, web design, social media, writing, editing or related discipline
- Excellent organization, project management, and communication skills
- Advanced technical knowledge of graphic design, and the techniques of publishing and layout
- Well-developed knowledge of and skill with using personal computer applications, such as those for graphics design, spreadsheets, word processing, databases, and presentations
- Advanced technical knowledge in website and web page development and design, including ability to learn and execute web authoring tools
- Maintenance of projects and recommendations database, including integration with website
- Specialized knowledge in the structure and content of the English language to employ a variety of writing techniques that inform diverse audiences
- Well-developed human relations skill to advise and influence others, to gain trust, and convey information to a diverse audience.

Required Abilities

- Multitask, set priorities, and meet deadlines in fast-paced environment
- Self-starter who understands the details within a much larger context

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- Work effectively and efficiently in a team as well as independently
- Carry out the functions of the position
- Prepare graphics and data visualizations
- Prepare and present visually appealing communications
- Write professional content clearly and concisely
- Understand government auditing standards and procedures

Education and Experience

The position typically requires a bachelor's degree in graphic design, communications, public administration, public relations, marketing, English, or related discipline and/or two years related professional level experience that clearly demonstrates the ability to perform the job duties of the position. A master's degree may substitute for some experience.

Working Conditions

- Office environment with some travel within King County
- Occasional work in the field
- Generally flexible re: schedule, telework