



King County

Invites Applications for the Position of:

Communications Specialist III (Digital Communications and Veterans, Seniors and HS Levy)

Apply online at <http://www.kingcounty.gov/jobs>

King County is committed to equity and diversity in the workplace. In addition, the county is committed to recruiting and maintaining a quality workforce that shares our guiding principles: collaborative, service-oriented, results-focused, accountable, innovative, professional and fair and just.

OPENING DATE/TIME: 12/10/18 12:00 AM (GMT -8:00)

CLOSING DATE/TIME: 12/31/18 11:59 PM (GMT -8:00)

SALARY: \$71,414.30 - \$90,522.02 Annually

LOCATION: Chinook Building - 401 5th Ave, Seattle

JOB TYPE: Career Service, Full Time, 40 hrs/week

DIVISION: Department of Community & Human Services

JOB NUMBER: 2018SC9051

SUMMARY:

The Department encourages people of all backgrounds to apply, including people of color, immigrants, refugees, women, LGBTQ, people with disabilities, veterans, and those with lived experiences.

The Department of Community and Human Services (DCHS) provides equitable opportunities for people to be healthy, happy, self-reliant and connected to community.

DCHS has two Communications Specialist III positions (**Digital/Multi-Media** Communications Specialist and **Veterans, Seniors and Human Services Levy** (VSHSL) Communications Specialist). Both incumbents will serve as members of the DCHS Communications Team, which is a unit of the Director's Office. They will carry out a wide range of external and internal communications functions that support department-wide and program goals and activities aimed at meeting the mission statement of the department: provide equitable opportunities for people to be healthy, happy, self-reliant and connected to community.

The successful candidates will be outstanding storytellers, writers and editors, and creative and innovative communications strategists with extensive experience using both emerging and

established media tools. Successful candidates will demonstrate exceptional interpersonal skills, composure, and ability to learn on the fly in a fast-paced environment that requires frequent re-prioritization of tasks. Integrity, dependability, a commitment to countywide equity and social justice principles, and valuing peer relationships are essential attributes of the Communications Team.

Who May Apply: This position is open to all qualified candidates that meet the minimum qualifications. The Department of Community and Human Services values diverse perspectives and life experiences. The Department encourages people of all backgrounds to apply, including people of color, immigrants, refugees, women, LGBTQ, people with disabilities, veterans, and those with lived experiences.

Required Materials: Candidates who wish to be considered for this position must submit an online King County application and respond to the supplemental questions.

Work Schedule: This position is exempt from the provisions of the Fair Labor Standards Act, and is not overtime eligible. Typical hours are Monday - Friday 8am-5pm.

Recruiters: Susan.Churchill@kingcounty.gov and Anne.Masters@kingcounty.gov

JOB DUTIES:

COMMUNICATIONS SPECIALIST III – DIGITAL/MULTI-MEDIA COMMUNICATIONS

This position will serve as both a member of the DCHS Communications Team supporting all programs and services of the department, as well as having lead responsibility for the department's digital communications.

Serve as our team's lead digital strategist to build and sustain department capacity to effectively use social media such as Facebook, YouTube, Twitter and other emerging strategies. Plan, develop stories, write and edit a public facing blog. Solicit and develop content from program staff. Interview and develop client stories. Utilize images, photos and videos to engage audiences. Analyze social media use and trends to build the department's social media audience.

Provide strategic direction for department web pages; oversee the department's participation in the countywide website redesign in 2019-2020; develop and manage an effective DCHS web team and structure to assure web content is properly written, vetted, posted, current and interesting; create web content for non-English speaking audiences; analyze website use and trends.

Write, edit and publish monthly internal department newsletter distributed to 400 staff. Synthesize complex issues and communicate them in an understandable way to others.

Manage, oversee and edit all legislative packages for transmittal to the County Executive and County Council.

Manage and oversee DCHS SharePoint sites, including the employee intranet site.

Perform other duties as noted below.

COMMUNICATIONS SPECIALIST III – VETERANS, SENIORS AND HUMAN SERVICES LEVY

This position will serve as both a member of the DCHS Communications Team supporting all

programs and services of the department, as well as the lead for all communications activities in support of the voter-approved Veterans, Seniors and Human Services Levy (VSHSL). The VSHSL is King County's initiative to improve the health and well-being of local veterans and their families, service members and their families, older adults and their families and caregivers, and other vulnerable populations (www.kingcounty.gov/vshsl). This position will provide direct support to the levy and its programs, services, customers and stakeholders.

Serve as the lead communications specialist for the VSHSL. Position is responsible for a wide range of external and internal communications functions to support the goals of the levy and activities related to the implementation and reporting of new and expanded levy-funded services and initiatives.

Develop communications strategies for multiple audiences, to build and ensure community knowledge of and access to information on levy-supported programs, services and funding opportunities.

Create and launch new communications platforms specific to the VSHSL, including social media, to share progress and outcomes with employees, key stakeholders, partners, elected officials and the community.

Research, write, edit and design various VSHSL projects, including reports, issue papers, fact sheets, op-ed articles, videos, news releases, correspondence, website content and other materials. Create communications templates specific to the VSHSL. Use visual communications tools and techniques to increase effectiveness of messages.

Ensure access to information for all audiences, including developing and implementing communications strategies to provide information to multiple ethnic and cultural communities and to limited or non-English speaking residents.

Perform other duties as noted below.

DUTIES FOR BOTH COMMUNICATIONS SPECIALIST POSITIONS:

Develop communication strategies for various audiences with a strong equity and social justice lens. Enhance and establish procedures, protocols, methods and metrics for communicating with the public and employees. Work in cooperation with subject matter experts throughout the department and in other agencies. Oversee and/or connect staff with communications vendors as needed to support project work. Increase access to information for non-English speaking residents. Work to ensure that department policies for translating communications materials into additional languages are followed.

Serve as a public information officer. Write news releases and speaking points, coordinate media events, field media inquiries and serve as spokesperson. Develop strategic messaging and approaches to address emerging media issues. Use innovative and traditional means to promote story ideas.

Research, plan, write, and edit various communications projects in draft and final form, including reports, newsletters, correspondence, op-ed articles, news releases, fact sheets, education materials, videos, website content and other materials. Use visual communications tools and techniques to increase effectiveness of messages. Ensure that department and county policies and guidelines are followed for development of written materials and reports.

Provide strategic communications counsel and advice. Work with department staff to

develop and implement policy communications strategies, develop key messages and media materials, and develop reports for presentations to policy-making bodies, policy proposals and presentation materials.

Enhance employee communications. Produce and disseminate department-wide messaging for staff from department leadership. Develop and edit content for employee SharePoint site and newsletter.

Provide support for communications response activities during emergencies as assigned; participate in emergency exercises to prepare for disasters and participate in reviews of department responses to emergencies.

EXPERIENCE, QUALIFICATIONS, KNOWLEDGE, SKILLS:

- Bachelor's degree in communications, public relations, journalism, public policy or related field and/or equivalent experience and education.
- Deep knowledge of equity and social justice principles and practices, and understanding of the effects of place, race, policy and systems-based inequities on marginalized communities and populations.
- Demonstrated expertise in communications principles, methods and materials.
- Skilled in producing reports, news releases, fact sheets and education materials utilizing Microsoft Office Suite products, WordPress and other platforms.
- Skilled in synthesizing and communicating technical information in writing, orally, and visually to a variety of audiences, including policy makers and elected officials, diverse ethnic-cultural populations, employees and the general public.
- Considerable expertise in promotion of information via new media, social marketing and strategic communications, including social media tools such as Facebook, Twitter and YouTube, blogs and emerging social media tools.
- Demonstrated experience in working effectively with news media, including developing key messages, pitching story ideas and acting as a spokesperson.
- Demonstrated ability to identify and assess the communication needs of targeted audiences and determine the best communication methods and tools to reach them.
- Demonstrated ability to use graphics, photography and videography for story-telling and to effectively engage audiences in content; experience in developing infographics.
- Knowledge of presentation methods and techniques (PowerPoint, other).
- Ability to act in a tactful and diplomatic manner on sensitive issues with diverse groups.
- Ability to build and foster collaborative relationships across many levels of personnel and disciplines within and outside of DCHS.
- Experience working in diverse communities and environments.
- Skills in producing graphics and illustrations using a variety of graphics software including In Design, Illustrator and Photoshop.
- Experience in website design, html and Sitecore, website content development, and maintenance for large websites.

Desired Qualifications:

- Fluency in languages other than English.
- Professional experience developing communications materials in a government or human services environment.
- Experience in User Centered Design for websites.

