



King County

Invites Applications for the Position of:

Communications Specialist IV

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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: 03/21/16 12:00 AM (GMT -8:00)

CLOSING DATE/TIME: 04/11/16 04:30 PM (GMT -8:00)

SALARY: \$80,522.00 - \$102,066.43 Annually

LOCATION: King Street Center - 201 S Jackson St, Seattle

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

DIVISION: Department of Natural Resources & Parks - Water and Land Resources Division

JOB NUMBER: 2016MS05669

SUMMARY:

The Water and Land Resources (WLR) Division is one of four divisions within the King County Department of Natural Resources and Parks (DNRP). It is a dynamic, high performing natural resource management agency comprised of approximately 350 employees with a \$55.7 million operating and \$65.6 million capital budget. Our mission is to provide high quality public services that reflect best scientific and engineering practices to meet our customers' expectations, enhance the quality of land and water resources, and protect the quality of life in King County.

WLR provides both regional and local services for King County residents. Regional services include flood hazard reduction and emergency response, hazardous waste management, noxious weed control, agriculture and small lot forestry practices, watershed planning, and environmental laboratory services. Local services include storm water management, habitat restoration, and scientific analyses.

The division currently consists of six sections with the following responsibilities:

- Finance and Administration – manages four major special revenue funds and multiple capital funds; federal, state and local grant programs; and budgetary, accounting, billing and administrative services.
- Science and Technical Support – provides analyses and monitoring services to support regional environmental management provided by King County and the Puget Sound region. The services include support of water quality and regulatory monitoring for wastewater, solid waste and stormwater programs; modeling and analysis to support rivers restoration; and evaluation of environmental standards.

- Stormwater Services – provides drainage and water quality services for unincorporated King County including compliance with the Phase One Municipal NPDES stormwater permit, inspection and maintenance of stormwater facilities, implementation of source control programs, and construction of capital projects.
- River and Floodplain Management – implements a comprehensive countywide program including regulatory controls, emergency response, programs to reduce flood hazards, and the construction and maintenance of over 500 flood protection facilities along King County's six major rivers.
- Environmental Lab – provides full service and accredited chemical and biological sampling and water resources analytical service for DNRP and multiple entities in the region.
- Rural and Regional Services – provides agricultural and forestry services, current use taxation programs, countywide noxious weed program, hazardous waste management services, habitat restoration projects, watershed coordination and stewardship services, land acquisition and management of King County's Transfer of Development Rights and Mitigation Reserve Program.

Because of the varied and diverse missions within WLR, the Director's Office has a significant need for a communications specialist with a high level of technical expertise. The successful candidate for this position will be a high-energy/high-performance candidate with excellent presentation and critical thinking skills. They must have experience working with both traditional and web-based media, and be experienced in using social media as a communications tool. They will need to be able to coordinate activities among communications professionals in several lines of business, and work with diverse and disparate communities across King County.

WHO MAY APPLY: The recruitment for this position is open to the general public. Competitive career service members of the International Brotherhood of Teamsters, Local 117 - Professional and Technical Employees bargaining unit will receive first consideration.

FORMS AND MATERIALS REQUIRED:

- A King County Application;
- Resume;
- Cover Letter detailing qualifications for position;
- Three examples of past work, either written such as pamphlets, press releases and/or other public outreach materials; and
- An example of recent social media work.

SELECTION PROCESS: Applicants who meet the required qualifications will be screened based on the clarity, completeness and content of their application materials. After initial screening, the most competitive applicants may proceed to an interview and testing.

WORK SCHEDULE: This position is exempt from the provisions of the Fair Labor Standards Act, and is not overtime eligible. Attendance at evening and/or weekend meetings may be required.

CONTACT: For questions about this recruitment, please contact Reeshema Lewis, HR Analyst at Reeshema.Lewis@kingcounty.gov or at 206-263-8413.

JOB DUTIES:

This position will be located in the WLR Director's office and report to the WLR Division Director and Assistant Director. It will coordinate and support communications activities across the Division, including: managing the development of web content, outreach materials, community outreach strategies, media relations, and social media. This position will also work closely with the DNRP Directors Office and with the Division's interjurisdictional partners. Additionally, this position will serve as a member of the Division management team, a strategic media advisor to the Director and managers across the division, and a spokesperson for the Division as needed. Specific duties include, but are not limited to:

- Advise, consult, and provide high level technical expertise to other communications staff across the division in order to coordinate activities and ensure that resources are being maximized.
- Provide strategic communications counsel and advice to management and other internal customers; advise on communications implications of proposed policies and actions.
- Identify and analyze issues of concern and emerging trends to key audiences; oversee the development and review of strategic communication objectives, techniques and plans.
- Formulate communications programs, plans, and strategies related to public outreach for natural resource management programs and projects.
- Work with community groups and/or internal customers to assess needs; design special activities to meet those needs.
- Ensure timely review and coordination of materials with the DNRP Director's Office communications team.
- Identify both internal and external communications needs and issues.
- Research, create, and coordinate the production of public and employee communications products.
- Identify key audiences and appropriate communications methods.
- Establish and maintain communications standards.
- Plan project time-schedules and implementation; manage and evaluate projects and/or programs.
- Serve as spokesperson or liaison for the agency; brief management and elected officials.

EXPERIENCE, QUALIFICATIONS, KNOWLEDGE, SKILLS:

- A bachelor's degree in communications, marketing, public relations, social science, political science, public administration, public relations, environmental studies, landscape architecture, behavioral psychology or related fields OR an equivalent combination of education and experience that provides the knowledge required to meet the job functions.
- At least eight years of successful experience in one or more job function areas listed above, including working as a journalist or public relations professional.
- Able to exhibit proficiency in MS Word, Excel, Outlook, and various presentation software.
- Direct job experience developing and/or managing communications campaigns for natural resource management programs and projects involving classic media, marketing, public relations, and social media.
- Demonstrated experience working with social media (Facebook, Twitter, Pinterest, etc.) and using social media as a communications tool with direct experience creating and managing a social marketing or behavior change campaign, including measured results.
- Ability to work under pressure to meet deadlines, sometimes for extended work hours at night and weekends, while producing high quality work.
- Expert oral and written communications skills including ability to develop press releases, promotional literature, technical writing, and/or media relations; effectively deliver messages of regular or controversial topics; and change presentation tactics/styles when something isn't working.
- Skill in recognizing how different people and organizations function; communicating and working issues with partners/customers that have different priorities/needs; and projecting political significances of action.
- Skill in recognizing and prioritizing matters of importance; creating focus for others around those priorities; and identifying consequences of prioritization choices.
- Skill in identifying stakeholder needs and making timely and responsive service improvements based on feedback; establishing effective stakeholder relationships; and gaining stakeholder trust and respect.
- Skill in keeping confidences; admitting mistakes; and being seen as direct and truthful.
- A valid Washington State Driver's License or the ability to travel throughout King County in a timely manner.

PREFERRED/DESIRED EDUCATION, EXPERIENCE AND COMPETENCIES:

Few people will have all these skills, but proven expertise in one or more skills will improve ranking:

- Experience in script writing, editing, production of, or talent in video or movie spots for promotion, fun, information or training.
- Experience building and managing coalitions; facilitation of local and regional initiatives--of at least a year duration.
- Demonstrated examples of ability to develop strategic and innovative approaches and creative solutions or enhancements to achieve desired outcomes for single issues, programs, or challenging situations.
- Sense of humor.

SUPPLEMENTAL INFORMATION:

UNION MEMBERSHIP: Positions in this classification are represented by International Brotherhood of Teamsters, Local 117 Professional & Technical. Union membership will be required within 30 days of employment.

Note: Online applications are preferred. However, if you cannot apply online, go to www.kingcounty.gov/jobs for other options.

If you need an accommodation in the recruitment process or an alternate format of this announcement, please inquire directly with the contact listed on the job announcement or the department's Human Resources Service Delivery Manager.