

## **JOB DESCRIPTION – LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT (LVCCLD)**

**JOB TITLE:** Senior Public Communications Specialist

**EXEMPTION STATUS:** Exempt

**PAY GRADE:** 125

**JOB CATEGORY:** Administrative Support Workers

**BARGAINING UNIT:** Non-Supervisor

### **GENERAL SUMMARY:**

The Senior Public Communications Specialist is a full-time position that requires a responsible, detail-oriented, ethical individual who has deep experience in developing and implementing creative and compelling writing and public relations strategies. This position requires a high level of writing skill and experience, and the ability to switch from copywriting for brochures and social media to press releases and awards entries to eNewsletters, all within a single day. The ideal candidate has journalism, marketing, and/or PR agency experience; understands the innate differences between print vs. broadcast media and respects the role of the media in educating the public. They must also understand the critical importance of confidentiality surrounding non-public information that may be shared during a crisis communications situation within the Library District.

### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

Essential and marginal functions and responsibilities may include, but are not limited to the following as a direct report to the BAM Director:

1. Demonstrates stellar writing, editing, and proofreading skills, which produce accurate, creative, and compelling copy for speeches, award submissions, newsletters, talking points for media interviews, brochures, membership applications, video scripts, public service announcements, and other formats as assigned. Works with BAM Director to plan, write and coordinate content for Library District publications. Experienced at writing for digital communication tools such as websites, blogs, and social media platforms.
2. Works with BAM Director to plan, write, and coordinate content for Library District publications. Stays abreast of news trends, pop culture, and library innovations.
3. Edits graphic materials and other documents for readability, grammar, spelling, punctuation, and formatting.
4. External Communications: Works with BAM Director to design and direct monthly press releases to educate the media, the public, business leaders, elected officials, and potential donors on the vast resources programs, classes, services, art exhibits, live entertainment, books, movies, music and eResources that are available for free at our branches and on our website. Maintains a high degree of confidentiality.

5. Internal Communications: Works the BAM Director to support the Executive Director, HR Department, and entire Administrative Team in keeping Library District staff informed on important District information and updates on BAM promotions and activities. Maintains a high degree of confidentiality.
6. Works with BAM Director to conduct long-term and monthly planning and implementation of the Library District's communications strategies, including specific requests by the Executive Director.
7. Assists with efficient operation of the BAM department and extends excellent customer service to all Library District staff.
8. Represents the BAM Department to Library District customers, staff, and management, outside agencies, partners, and vendors, always maintaining a positive, helpful, and flexible attitude. Responds to inquiries and complaints in a courteous and timely manner.
9. Works with PR Newswire and continually updates BAM's media list. Works with Subject Matter Experts when interviews are requested. Can also appear on camera in the event that an SME is not available. Works with Director to provide guidance to library branch staff when media appear on property unannounced.
10. Works with BAM Director to advise the Administrative Team on current projects and activities, and the potential public relations effects of proposed policies, actions, and staff issues.
11. Resolves a wide range of routine and non-routine personnel issues and difficult situations.
12. Exercises efficient, fair-minded decision-making skills, and consults with BAM Director on all projects and communications concerning the Administrative Team, District-wide projects, and outside partnerships.
13. Maintains adherence to BAM Department budget in accordance with established management objectives.
14. Works with BAM team and especially that Marketing Specialist, to keep the workflow running smoothly.
15. Works with BAM team to prepare monthly Library District Board of Trustees reports, and works with BAM Director to support Executive Director's board-related needs. Conducts procedural and administrative research as needed.

**CORE COMPETENCIES:**

- Research techniques, sources, media requirements, and availability of information.
- Journalistic practices, principles, and techniques in composing and editing writing and graphics of publicity materials.
- Correct English usage, spelling, punctuation, and grammar.

- Exercise sound judgment and make independent decisions.
- Work independently and as part of a team.
- Supervise and direct a team on detailed project work.
- Accept change and maintain flexibility.
- Work quickly and accurately.
- Maintain effective working relationships.
- Plan, organize, coordinate, and edit work and projects for efficient results and accuracy.
- Understand and follow oral and written instructions.
- Communicate clearly and concisely, both orally and in writing.
- Maintain the physical condition appropriate to the performance of assigned duties and responsibilities, which may include: bending, reaching, stooping, and pushing; lifting and carrying; operating assigned equipment.
- Maintain effective auditory and visual perception needed for: making observations; communication with others; reading and writing; operating assigned equipment.

#### **KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:**

- **EDUCATION:** Bachelor Degree required in Journalism, Public Relations, Communications, English or a closely related field required.
- **EXPERIENCE:** Eight (8) years of progressively responsible professional experience in a communications field that included:
  - Strategic planning, development, and coordination of public relations projects and a thorough understand of the Las Vegas community, its needs and diversity.
  - Writing, editing, and proofreading ability, for both long form (articles, interviews, press releases, etc.) and short form (copywriting, eNewsletters, social media platforms, etc.).
  - Ability to develop and maintain strong interpersonal relationships and trust within a team.
  - Ability to deliver excellent customer service to both Library District staff and the public, especially when under pressure and/or tight deadlines.
  - Experience in social media and website content development and use as a promotional tool.
- **LICENSE AND CERTIFICATION:** None
- **PHYSICAL REQUIREMENTS:** Essential and marginal functions may require maintaining the physical condition necessary for frequent standing and walking, frequent lifting and carrying objects of light weight (5 - 10 pounds) and moderate weight (12 - 20 pounds); frequent bending, stooping, reaching, and pushing; minimal dexterity in the use of fingers, limbs, or body in the operation of office equipment; and utilizing a keyboard, sitting, or standing for extended periods of time. Tasks require sound perception, visual perception, and oral communications ability. Tasks require sound perception, color perception, visual perception, and oral communications ability.

**ADDITIONAL KNOWLEDGE, SKILLS, & ABILITIES:**

- Knowledge of Library District, Branch, and Department policies and procedures.
- Knowledge of Library District terminology and functions.
- Skill in computer software, project management, understanding of production for publicity and information materials.
- Skill in use of library and general office equipment.

**DEVELOPED:** July 27, 2021