

Classification Specification  
**COMMUNICATIONS & OUTREACH SPECIALIST II**  
*(formerly Digital & Outreach Coordinator)*

Date Prepared: December 2014

FLSA Status: Non-Exempt

Date Revised: October 2016

**SERIES CONCEPT**

The Communications and Outreach Specialist II is the fully-skilled mid-level classification of the Communications and Outreach Specialist series, which includes Communications and Outreach Specialist I, II, and III.

**GENERAL DESCRIPTION**

Responsibilities include a wide variety of simple to complex communications and outreach functions to support agency projects and programs and enhance the agency's public outreach and community engagement activities.

Works in a team setting with agency administrative staff to support overall agency administrative functions.

**ESSENTIAL JOB FUNCTIONS**

Responsible for difficult, complex, and routine clerical and/or administrative support duties. May perform any of the tasks under the Communications and Outreach Specialist I or Office Specialist.

- Works with project leads to develop and implement project outreach strategies such as surveys, email or paper mailings, and support for public and stakeholder meetings.
- Works as part of a multi-disciplinary team to provide various communications, outreach, and administrative duties in carrying out a specific work program.
- Writes simple to complex copy for web and social media outreach.
- Manages the design of agency website, and has primary responsibility for posting content supplied by project leads.
- Generates diverse types of multimedia content including video content, photographs, drawings, and other graphic media.
- Designs flyers, reports, and presentations.
- Promotes agency services and events through a variety of communication methods, including the integration of the agency's website, social media, and other emerging technologies.
- Reports on website and social media statistics to project leads and executive management team.
- Coordinates translation of agency materials into languages/formats necessary to reach target audience.
- Manages and oversees agency social media accounts.
- Works collaboratively with project leads to ensure effective communications and consistency in agency messages.
- Maintains the agency's digital image database.
- In a team setting, works with administrative support staff to share workload, provide phone and customer service back-up and office reception as needed to support work of the agency.

## **OTHER JOB FUNCTIONS**

Performs other related duties as assigned.

## **DISTINGUISHING FEATURES**

Positions assigned to the Communications and Outreach Specialist II classification are distinguished by the knowledge of outreach and communications principles and practices, including design, graphics, videography, website development, social media, and outreach.

## **WORKING CONDITIONS**

Work is generally performed indoors in an office environment. Must maintain a level of physical and mental fitness necessary to perform the essential functions of the position.

## **EDUCATION AND EXPERIENCE**

### **EXPERIENCE – MINIMUM:**

Two years of relevant experience developing outreach materials, including graphics and design software, website development, and videography.

### **EDUCATION – MINIMUM:**

Bachelor's degree with major course work in communications, public relations, journalism, electronic multimedia, or related fields.

### **OR SUBSTITUTING**

Any demonstrated combination of experience and education, which provides the applicant with the applicable knowledge and abilities.

## **KNOWLEDGE AND ABILITIES**

Knowledge of:

- Content Management Systems
- Web programming languages, such as HTML and CSS
- Communications principles.
- Advanced website and social media principles.
- Promotional material development.
- Microsoft Office and Adobe software for document, spreadsheet, and presentation preparation.
- Adobe Design Premium programs for graphic design, document production, .pdf manipulation and web design.
- Photo/video design, production, and editing software.
- Basic and advanced graphic design principles and the use of graphic tools, techniques, and mediums including computer hardware/software, digital, and video cameras.
- Principles and best practices of effective project management

Ability to:

- Establish and maintain effective working relationships.
- Work cooperatively with others as a member of a service-oriented team.
- Exercise independent judgement.
- Set priorities and meet strict deadlines.
- Maintain attention to numerous individuals or detailed information for prolonged periods of time.
- Communicate effectively, orally, and in writing.
- Use graphic art and website production equipment such as computers, scanners, printers, copiers, digital cameras, video cameras, and their appropriate software applications.

- Plan, coordinate, and monitor activities and projects.
- Employ outstanding organizational, coordination, and public-service skills.
- Provide excellent customer service to both interior and exterior customers.

#### **SPECIAL REQUIREMENTS**

May be required to staff events or booths, which may include weekends or evenings.

#### **LICENSES/CERTIFICATES**

A current Washington State Driver's License may be required.