



**KING COUNTY**

1200 King County Courthouse  
516 Third Avenue  
Seattle, WA 98104

**Signature Report**

**Motion 16191**

**Proposed No.** 2022-0295.1

**Sponsors** Balducci

1                   A MOTION approving the job description for the position  
2                   of digital media and design specialist for the King County  
3                   council and replacing the media relations specialist.

4                   WHEREAS, OR-0230 of the council's organizational motion compilation requires  
5                   that the employment and administration committee to recommend all job descriptions  
6                   within the legislative branch of King County to the council for approval, and

7                   WHEREAS, the King County council seeks to replace current the job description  
8                   for the position of media relations specialist with job description for the position of  
9                   digital media and design specialist;

10                  NOW, THEREFORE, BE IT MOVED by the Council of King County:

11                  The job description for the position of digital media design specialist for the King

Motion 16191

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- 12 County council, Attachment A to this motion, is hereby approved and replaces the job  
13 description for the position of media relations specialist.

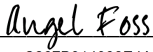
Motion 16191 was introduced on 7/19/2022 and passed by the Metropolitan King County Council on 8/16/2022, by the following vote:

Yes: 9 - Balducci, Dembowski, Dunn, Kohl-Welles, Perry, McDermott, Upthegrove, von Reichbauer and Zahilay

KING COUNTY COUNCIL  
KING COUNTY, WASHINGTON

DocuSigned by:  
  
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Claudia Balducci, Chair

ATTEST:

DocuSigned by:  
  
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Melani Pedroza, Clerk of the Council

**Attachments:** A. Digital Media and Design Specialist Position Description

Motion 16191

# Metropolitan King County Council

## Position Descriptions



Position: Digital Media and Design Specialist	FLSA: salaried, overtime exempt
Department: Communications Group	Salary Grade: 124
Council Approved:	

### Summary

The Digital Media and Design Specialist oversees, creates, designs and implements the production of digital and multimedia communications for the Legislative Branch from concept to completion, including print and digital publications (e.g., mailings, brochures, social media graphics, advertising, website). The incumbent also maintains the King County Council's social media channels, collaborating with team members to develop content, draft copy, post accurate and timely information, and monitor the success of social media communications. The position requires a deep knowledge of and experience with Adobe Creative Suite and other design tools, digital presentations, and analytics tools.

The Digital Media and Design Specialist is a salaried, at will, overtime-exempt classification. This position reports to the Director of Communications but is responsive to all members of the King County Council.

### Distinguishing Career Features

The Digital Media and Design Specialist is a highly skilled utility player who is responsible for effectively communicating the King County Council's messages visually and digitally to a broad audience. In addition to serving as the Council's primary graphic designer, the incumbent will manage the Council's social media accounts and ensure that the Council's online presence is timely, accurate, and relevant.

### Essential Duties and Responsibilities

#### *Graphic Design/Multimedia Production (60%)*

- Collaborate with Councilmembers, Communications team members, and others to conceptualize, develop, and produce a broad range of graphic assets and communications, using applications such as Adobe Creative Suite (Photoshop, InDesign, Illustrator, etc.).
- Ensure that all of the Council's visual communications are accessible and inclusive, and that they promote the Council's brand language of integrity and equity.
- Coordinate the printing/production for a variety of projects and collateral with in-house and external printers and vendors. Ensure that projects are completed on time and within budget.
- Coordinate production and timelines with printers, artists, photographers, etc. Oversee the work of consultants and vendors.
- Capture photo and video content at in-person events for use in social and print media, or arrange for photography/videography as appropriate.

#### *Social/Digital Media Management (30%)*

Motion 16191

- Directly manage all social media and multi-media channels, as well as provide support to Council staff in the administration of member-specific social media channels and blogs.
- Continuously monitor Council activity to remain up-to-date on all meetings, agendas, and proposed legislation, and produce timely and relevant social media content to keep the public informed and engaged. Seek opportunities to promote Council activity online.
- Produce dynamic graphic and video content for use in Council-wide and individual Councilmembers' social media channels.
- Collaborate with the Communications team to ensure that social media complements earned media and overall messaging.
- Monitor social media engagements and report analytics across all channels.

*Other Duties as Assigned (10%)*

- In concert with the Public Relations Specialist, provide support for maintaining the County Council website and individual Councilmember pages: update content, scan and edit pages for accuracy, and assist with website design and format as needed.
- Performs other duties as assigned that support the overall objective of the position.

**Qualifications**

**Knowledge and Skills**

- The position requires specialized professional knowledge in visual and digital communications, marketing, public relations or a related discipline to facilitate public access to timely and accurate information.
- Requires outstanding organization and initiative, project management ability, and communication skills, both interpersonally and in writing.
- Requires strong technical background in a wide variety of graphic/visual design applications: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere, Dreamweaver, etc.).
- Requires a broad knowledge of social media platforms (Twitter, Facebook, etc.) and corresponding analytics tools.
- Requires understanding of graphic design principles, best practices, and the techniques of publishing and layout for visual communications.
- Requires a working knowledge of communication and dissemination techniques and methods including alternative ways to inform and entertain via written, oral and visual media.

**Abilities**

- Requires the ability to multitask, set priorities and meet multiple deadlines in fast-paced environment
- Requires a self-starter who understands the details within a much larger context.
- Requires the ability to work effectively and efficiently in a team as well as independently.
- Requires the ability to prepare graphic arts.
- Requires the ability to advise and facilitate discussions with clients on external communications needs.

Motion 16191

- Requires excellent judgment and sensitivity to working in a political environment.
- Requires the ability to prepare and present visually appealing written communications that respond to customers' communications strategies, plans, and needs.
- Requires consistent attendance and punctuality.
- Requires the ability to maintain productive and cooperative relationships with elected officials, the media, County employees, representatives of other governmental agencies, and the public.

**Physical Abilities**

- Ability to function indoors engaged in work of primarily a sedentary nature with sufficient ambulatory ability to move about office environs and locations.
- Ability to use a personal computer, multi-media presentation, and other office equipment.
- Ability to communicate in one-on-one and small group settings.
- Ability to observe the behaviors of others and read printed materials.

**Education and Experience**

The position requires a Bachelor's degree in digital media, journalism, public relations, marketing, communications, or a related discipline and three years of relevant professional experience.

**Working Conditions**

Work is performed indoors where minimal safety considerations exist.

**Certificate Of Completion**

Envelope Id: 1669673BF0DB4D47AE00B17783FD623F	Status: Completed
Subject: Please DocuSign: Motion 16191.docx, Motion 16191 Attachment A.docx	
Source Envelope:	
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Supplemental Document Pages: 3	Initials: 0
Certificate Pages: 2	Envelope Originator:
AutoNav: Enabled	Cherie Camp
Enveloped Stamping: Enabled	401 5th Ave
Time Zone: (UTC-08:00) Pacific Time (US & Canada)	Suite 100
	Seattle, WA 98104
	Cherie.Camp@kingcounty.gov
	IP Address: 198.49.222.20

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Storage Appliance Status: Connected	Pool: King County General (ITD)	Location: DocuSign

**Signer Events**

Claudia Balducci  
 claudia.balducci@kingcounty.gov  
 Council Chair  
 King County General (ITD)  
 Security Level: Email, Account Authentication (None)

**Signature**

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**Electronic Record and Signature Disclosure:**

Not Offered via DocuSign  
 Supplemental Documents:

Motion 16191 Attachment A.docx

Viewed: 8/18/2022 1:43:48 PM  
 Read: Not Required  
 Accepted: Not Required

Angel Foss  
 Angel.Foss@kingcounty.gov  
 Deputy Clerk of the Council  
 King County Council  
 Security Level: Email, Account Authentication (None)

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**Electronic Record and Signature Disclosure:**

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 Supplemental Documents:

Motion 16191 Attachment A.docx

Viewed: 8/18/2022 1:51:37 PM  
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 Accepted: Not Required

In Person Signer Events	Signature	Timestamp
Editor Delivery Events	Status	Timestamp
Agent Delivery Events	Status	Timestamp
Intermediary Delivery Events	Status	Timestamp
Certified Delivery Events	Status	Timestamp
Carbon Copy Events	Status	Timestamp

<b>Witness Events</b>	<b>Signature</b>	<b>Timestamp</b>
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<b>Notary Events</b>	<b>Signature</b>	<b>Timestamp</b>
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<b>Payment Events</b>	<b>Status</b>	<b>Timestamps</b>
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