

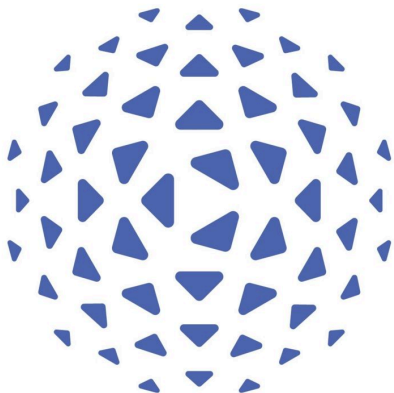


County of San Mateo

Communication Specialist - San Mateo County Libraries (Open & Promotional)

SALARY	\$56.36 - \$70.46 Hourly \$117,228.80 - \$146,556.80 Annually	LOCATION	County of San Mateo, CA
JOB TYPE	Regular	JOB NUMBER	E055J
DEPARTMENT	County Library	OPENING DATE	08/20/2026
CLOSING DATE	9/3/2026 11:59 PM Pacific	BARGAINING UNIT	70B

Description



San Mateo
County
Libraries

San Mateo County Libraries is seeking an experienced, creative, and motivated **Communication Specialist** to join our Library Communications Team.

Proud to consistently be named one of the top-rated libraries in the nation, we are champions of learning, sharing, and exploration of open minds, new ideas, and bright futures. Successful candidates will be excited about new challenges, eager to learn, and energized by working with people from a variety of backgrounds.

Proud to consistently be named one of the top-rated libraries in the nation, we are champions of learning, sharing, and exploration of open minds, new ideas, and bright futures. It is our mission and our passion to strengthen our community by creating an inclusive sense of place and an environment for learning. We seek enthusiastic team players, creative risk takers, and flexible individuals who proactively search for new opportunities to make public library services relevant to all members of the community. Successful candidates will be excited about new challenges, eager to learn, and energized by working with people from a variety of backgrounds.

The successful candidate will be an enthusiastic team player who is able to handle multiple projects simultaneously in a fast-paced environment. Reporting to the Director of Communications and Marketing, the Communication Specialist will plan, organize, and coordinate public and internal communications activities for San Mateo County Libraries. The Communication Specialist is expected to be a strategic thinker who develops and executes integrated communications,

media and marketing plans for the library system- leveraging multi-communication channels (traditional and online), promotional materials such as, but not limited to, library signage/collateral, web content, press releases and fact sheets- with the goal of advancing outreach and library engagement to community stakeholders and library users.

The individual selected for this position should possess excellent organizational skills, work well under pressure, and be capable of performing under tight deadlines to support key messaging, design, and branding needs.

We respect, value, and celebrate our community's diversity, and bilingual skills are always desired.

San Mateo County Libraries is a Joint Powers Authority composed of the cities of Atherton, Belmont, Brisbane, East Palo Alto, Foster City, Half Moon Bay, Millbrae, Pacifica, Portola Valley, San Carlos, Woodside, and the unincorporated areas of San Mateo County. We serve approximately 280,000 residents and cover a service area of 351 square miles. Our 13 community libraries are open 7 days per week and are vibrant hubs for learning, creativity, connection, and exploration.

Our mission is simple and powerful: Together, we build meaningful connections and inspire lifelong curiosity.

From book clubs to bike clinics, video game design to resume workshops, Mid-Autumn Festivals to salsa tastings-our libraries offer a rich mix of programs and events that reflect and celebrate the diversity of the people we serve. Whether you're seeking inspiration, information, or a sense of belonging, San Mateo County Libraries is where community comes to thrive.

To learn more about who we are and what we do, visit www.smcl.org.

Examples Of Duties

Duties may include, but are not limited to, the following:

- Create, develop, distribute, and maintain library print and digital assets (e.g., brochures, reports, website, social media) via multiple channels.
- Support the management of all digital and print marketing channels (e.g., digital asset management system, website, blogs, newsletters, social media, flyer creation) to ensure brand consistency.
- Provide copywriting and editing support to the libraries' print and digital platforms.
- Develop and implement communication/marketing strategies that include design work, patron messaging, and social media content creation.
- Support and champion the Library's brand, ensuring that libraries and staff produce high-quality designed collateral and error-free copy.
- Under the direction of the Director of Communications, research, design, and draft press releases, media pitches and responses, content for system initiatives, infographics, blogs, library signage, newsletters, and internal messaging.
- Support media relations by serving as a media contact, as needed. Research and draft talking points, answer reporter inquiries, and create content for executive speeches, op-eds, etc.
- Arrange, coordinate, and support library events and programs in a virtual and in-person setting.
- Support and evaluate the results of communication campaigns with the team.

Qualifications

Education and Experience:

Any combination of education and experience that would likely provide the required knowledge, skills, and abilities is qualifying. A typical way to qualify is:

- **Education:** Bachelor's degree from an accredited college or university with a major in mass media communication, public relations, journalism, business, or public administration, or a closely related field.

- **Experience:** Four (4) years of professional experience with responsibility for public relations or a closely related field and directly involved in the preparation and dissemination of information to the general public.

Knowledge of:

- Principles, practices, and techniques of public relations, marketing, communications, and community engagement.
- Techniques of effective interviewing, copywriting, layout, editing, and multimedia productions.
- Digital communications, including websites, social media, email marketing, newsletters, and other online platforms.
- Customs, practices, and trends in public information media.
- Methods for measuring and evaluating communications effectiveness, including engagement metrics and analytics.
- Principles and methods of community services, including current trends and issues relevant to the assigned department.
- Principles and practices of branding, visual identity, and organizational messaging.
- Knowledge of professional writing, editing, proofreading, and content development practices.

Skill/Ability to:

- Plan, organize, and coordinate comprehensive communications programs to meet library needs, values, and priorities.
- Strategically develop programs and tools to increase and maintain public awareness of library programs, services and achievements.
- Apply principles and techniques of effective public communication to develop clear, concise, accurate, and engaging communications materials.
- Skilled in managing multiple communications projects, priorities, and deadlines simultaneously.
- Speak effectively to diverse audiences, including media, civic and citizen groups and other library staff.
- Write and edit effective press releases, articles, speeches, scripts and other correspondence.
- Skilled in monitoring and analyzing communications performance and using data to improve content and outreach strategies.
- Maintain cooperative working relationships with other program managers and staff, other agency partners and the community.
- Skilled in monitoring and analyzing communications performance and using data to improve content and outreach strategies.
- Ability to exercise sound judgment when handling sensitive, high-profile, or time-sensitive communications.
- Skilled in establishing and maintaining effective working relationships with people from diverse backgrounds and perspectives.

Application/Examination

Open & Promotional. Anyone may apply. Current County of San Mateo and County of San Mateo Superior Court of California employees with at least six months (1040 hours) of continuous service in a classified regular, probationary, or extra-help/limited term position prior to the final filing date will receive five points added to their final passing score.

The examination process will consist of an application screening (weight: pass/fail) based on the candidates' application and responses to the supplemental questions. Candidates who pass the application screening will be invited to a panel interview (weight: 100%), which may include a performance exam. Depending on the number of applicants, an application appraisal of education and experience may be used in place of other examinations, or further evaluation of work experience may be conducted to group applicants by level of qualification. All applicants who meet the minimum

qualifications are not guaranteed advancement through any subsequent phase of the examination. **All examinations will be given in the County of San Mateo, California, and applicants must participate at their own expense.**

IMPORTANT: Applications for this position will only be accepted online. If you are currently on the County's website, please click the "Apply" button. If you are not on the County's website, please go to <https://jobs.smcgov.org/> to apply. Responses to the supplemental questions must be submitted in addition to our regular employment application form. **A resume will not be accepted as a substitute for the required employment application and supplemental questionnaire.**

Tentative Recruitment Schedule:

Final Filing Date: Thursday, September 3, 2026, by 11:59 PM PST

Application Screening: September 14 - 18, 2026

Panel Interviews: September 24 and/or 25, 2026

About The County

San Mateo County is centrally located between San Francisco, San Jose, and the East Bay. With over 750,000 residents, San Mateo is one of the largest and most diverse counties in California and serves a multitude of culturally, ethnically, and linguistically diverse communities.

The County of San Mateo is committed to advancing equity in order to ensure that all employees are welcomed in a safe and inclusive environment. The County seeks to hire, support, and retain employees who reflect our diverse community. We encourage applicants with diverse backgrounds and lived experiences to apply. Eighty percent of employees surveyed stated that they would recommend the County as a great place to work.

The County of San Mateo is an equal opportunity employer committed to fostering diversity, equity, and inclusion at all levels.



Analyst: Sedrick Dixon (08202026) (Communication Specialist - E055)

Benefits

We invite you to explore our [Benefits-at-a-Glance \(Download PDF reader\)](#) page for a snapshot of the comprehensive and competitive benefits available to eligible employees of the County of San Mateo. From health and wellness to financial security, our benefits are designed to support you at every stage of your career. (Please note that benefits are subject to change.)

In addition to core benefits, the County is proud to offer a variety of wellness and professional development programs to help you grow both personally and professionally. Most of these enriching opportunities are available during work hours and come at no cost to you.

As a County employee, you'll also be covered by the federal Social Security system, earning valuable retirement benefits based on your salary and years of service.

Employer

County of San Mateo

Address

County of San Mateo Human Resources Department
500 County Center, 4th Floor
Redwood City, California, 94063-1663

Phone
(650) 363-4343

Website
<https://jobs.smcgov.org>

Communication Specialist - San Mateo County Libraries (Open & Promotional) Supplemental Questionnaire

*QUESTION 1

NOTE: Applicants for this position are required to submit responses to the supplemental questions below. Your responses will give us additional information about your background and experience related to this position and will be used in the selection process. **Be concise, yet thorough, and specific. Neatness, clarity of expression, and the ability to follow instructions will be considered in the evaluation process. A resume will not be accepted as a substitute for your responses.**

☐ Check this box to indicate you have read and understand this information and to proceed to the supplemental questions.

*QUESTION 2

Describe a communications campaign, initiative, or project you developed or supported. What was the goal, who was the target audience, what communication methods did you use, and how did you evaluate its effectiveness?

*QUESTION 3

Describe your experience creating and managing content across multiple communication channels, such as websites, social media, email, newsletters, print materials, or digital displays. How do you determine what content is appropriate for each channel?

*QUESTION 4

Please upload one professional document you personally created. (e.g., press release, talking points, FAQs, social media content, executive briefing, etc.)

*QUESTION 5

To confirm that you have uploaded the document requested for question 4, please select yes.

- ☐ Yes
☐ No

*QUESTION 6

How did you learn about this position?

- ☐ County of San Mateo Website
☐ County of San Mateo Job Interest Card Notification
☐ County Hosted Virtual Event
☐ County Hosted Job Fair
☐ CalOpps.org

- ☐ Civic Match
- ☐ College/University Career Center
- ☐ Community-based Organization Posting
- ☐ Facebook/Instagram
- ☐ Friend or Relative
- ☐ GovernmentJobs.com
- ☐ Indeed
- ☐ Job Fair
- ☐ LinkedIn
- ☐ Professional Publication/Website (Please specify in next question)
- ☐ X (formerly called Twitter)
- ☐ Zip Recruiter
- ☐ Other (Please specify in next question)

***QUESTION 7**

If you answered, "Professional Publication/Website" or "Other" to the above question, please indicate below how you learned about this position. Your response to this question will help us in better marketing County jobs. Type NA if not applicable.

* Required Question