

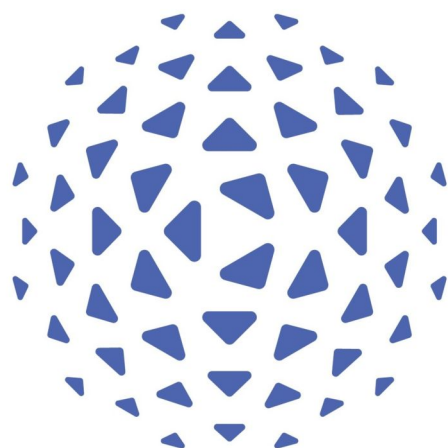


County of San Mateo

Communications Associate - Community Program Specialist I/II (Open & Promotional)

SALARY	\$38.52 - \$53.95 Hourly \$80,121.60 - \$112,216.00 Annually	LOCATION	County of San Mateo, CA
JOB TYPE	Regular	JOB NUMBER	G227BS
DEPARTMENT	County Library	OPENING DATE	09/11/2026
CLOSING DATE	9/25/2026 11:59 PM Pacific	BARGAINING UNIT	35

Description



San Mateo County Libraries

San Mateo County Libraries is seeking enthusiastic and innovative individuals to join our team as a **Communications Associate (Community Program Specialist I/II)**. Do you want to be a part of an award-winning team and work with amazing people? Join us in igniting growth through transformative experiences!

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.

Come join a collaborative, forward-thinking organization that values curiosity, equity, and joy. The Communications Associate is a strategic thinker who executes integrated communications, media, and marketing plans for the library system, leveraging multiple communication channels, promotional materials, web content, press releases, and fact sheets, with the goal of advancing outreach and library engagement to community stakeholders and library users.

We respect, value, and celebrate our community's diversity, and bilingual skills are always desired and highly valued as we serve a variety of communities in the county. To best serve our diverse and multilingual communities of San Mateo County, bilingual language skills are strongly preferred.

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.

The **ideal candidate** will have the ability to:

- Research, design, and draft press releases, media pitches and responses, content for library system initiatives, infographics, blogs, library signage, newsletters, and internal messaging.
- Design, adapt, and deliver communications that represent our branding and benefit the needs of the community.
- Establish cooperative working relationships with community services providers, program participants, volunteers, and co-workers.
- Create, develop, distribute, and maintain library print and digital assets (e.g., brochures, reports, website, social media, and website) via multiple channels.
- Support 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.
- Implement communication/marketing strategies that include design work, patron messaging, and social media content creation.
- Adhere to San Mateo County Libraries style guide, ensuring that libraries produce high-quality designed collateral and error-free copy.
- Use technology as a tool, staying on top of new technology trends that support program areas.
- Provide training and support for library staff working in program areas.
- Collect and maintain program records and statistics and create reports, as needed.
- Work in a collaborative teamwork setting and inspire fun in the workplace.
- Take initiative and work well both independently and with others.
- Communicate effectively, both orally and in writing.

SALARIES:

Communications Associate / Community Program Specialist I: \$80,121.60 - \$100,172.80 Annually

Communications Associate / Community Program Specialist II: \$89,772.80 - \$112,216.00 Annually

PLEASE NOTE: A resume and cover letter are required to be considered for this position. Any application submitted without BOTH of these documents will be considered incomplete and will not advance in the recruitment process.

NOTE: The eligible list generated from this recruitment may be used to fill future extra-help, term, unclassified, and regular classified vacancies.

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 a Bachelor's degree from an accredited college or university with a major in mass media communication, marketing, public relations, journalism, business, or public administration, or a closely related field; AND two years of professional experience with responsibility for public relations, media relations, communications, marketing, or a closely related field, and directly involved in the preparation and dissemination of information to the general public and press.

Knowledge of:

- Principles, techniques, and methods of effective public and media communications.
- Principles and practices of effective public and media relations and marketing.
- Strong understanding of social media strategies, techniques, and tools.
- Principles and techniques of preparing advertising, writing copy, layout, and multimedia production.
- Customs and practices of various public information media.
- Principles of effective written communication; strong writing skills.

Skill/Ability to:

- Plan, organize, and coordinate comprehensive communications programs and campaigns to meet department needs, values and priorities.
- Develop, monitor, and evaluate the Libraries' social media efforts.
- Write and edit effective press releases, articles, speeches, scripts and other correspondence.
- Strategically develop programs and tools to increase and maintain public awareness of department programs, services and achievements.
- Communicate ideas and concepts through creative writing and through presentations to large and small groups.
- Conceptualize print, digital, and broadcast advertising.
- Plan and organize outreach and promotional activities.
- Complete multiple assignments efficiently and meet established deadlines in a fast-paced team environment.
- Maintain cooperative working relationships with other program managers and staff, other agencies and the community.
- Operate a personal computer with common software applications (i.e., word processing, spreadsheet, database, etc.).
- Learn specialty software of the work unit.

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.

A complete application packet will consist of:

- The County of San Mateo Employment Application Form.
- A resume (Please attach to your online application).
- A detailed cover letter (please attach to your online application), detailing why you desire to work for San Mateo County Libraries and why you believe your skills and experience meet our qualifications.

PLEASE NOTE: A resume and cover letter are required to be considered for this position. Any application submitted without BOTH of these documents will be considered incomplete and will not advance in the recruitment process.

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: Friday, September 25, 2026, by 11:59 PM PST

Application Screening: October 5 - 9, 2026

Panel Interviews: October 20 and/or 21, 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.



COUNTY OF SAN MATEO
WORK WITH PURPOSE

Analyst: Sedrick Dixon (09112026) (Community Program Specialist I/II - G226/G227)

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>

Communications Associate - Community Program Specialist I/II (Open & Promotional) Supplemental Questionnaire

*QUESTION 1

IMPORTANT: 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, affirm that you will not make use of generative AI tools to craft your responses, and to proceed to the supplemental questions.

*QUESTION 2

Describe a specific marketing or communications project, or social media outreach project, you supported from beginning to end. **Include your experience with any specific deliverables, such as graphic design, translation, printing, and distribution. Be specific.**

*QUESTION 3

From the following options, select the computer software applications and design programs in which you are proficient. **(Mark all that apply.)**

- ☐ Microsoft Office (Word, Excel, Powerpoint)
- ☐ Photo Management and Editing Software (e.g. PhotoShop)
- ☐ Website Content Management System
- ☐ Social Media Platform Applications
- ☐ Video Production Applications

*QUESTION 4

The ability to read, speak, and write fluently in English and Spanish, English and Cantonese, and/or English and Mandarin is preferred for this position, but not required. **If any, please indicate in which languages (other than English) you are fluent.**

- ☐ I am fluent in Spanish
- ☐ I am fluent in Cantonese
- ☐ I am fluent in Mandarin
- ☐ I am not fluent in any of these languages.

*QUESTION 5

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

*QUESTION 6

To confirm that you have uploaded the professional document requested for question 5, please select yes.

- ☐ Yes
- ☐ No

*QUESTION 7

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 8

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.