

Posting Period: 06/20/24-07/05/24

COOK COUNTY BOARD OF REVIEW



Digital Marketing & Communications Specialist – District 3

Department:	Board of Review	Job Code:	1459
Grade:	20	FLSA Status:	Non-Exempt
Position I.D. No.:	0164402	Salary:	88,434

Job Summary

The Digital Marketing & Communications Specialist is responsible for developing and executing strategic communications plans that advance the goals and objectives of Cook County Board of Review – District 3. The incumbent is responsible for internal and external communications, talking points, speeches, news releases, web, and social media content. In collaboration with BOR District 3 leadership and outreach staff, this position will raise public awareness about issues relevant to Cook County property taxpayers, garner public trust, and enhance public service.

The Digital Marketing & Communications Specialist must be a strong writer – able to quickly turn around responses to comments and questions – with excellent communications skills. They should have a passion for social media and public service. They will have strong creative writing skills, superior judgment, detail-oriented, organized, and capable of handling multiple projects at once.

Essential Job Duties

- Define key messages and communications strategies that address objectives for District 3.
- Plan and implement comprehensive communications campaigns.
- Develop content including press releases, letters, social media posts, website content, brochures, and other communications, and oversee design elements.
- Collaborate with outreach leads to develop collateral outreach-materials.
- Monitor social media and Google Analytics.
- Stay abreast of issues which involve property tax policy.
- Create and develop content and manage the distribution of electronic collateral materials.

- Manage direct mail communications to taxpayers including writing articles, design, printing and mailing process for the monthly newsletter, and several appeal mailings per year.
- Develop copy for all graphics projects and manage content in a variety of platforms.
- Coordinate the production of the designs and edits of all graphics for print or web, including but not limited to flyers, banners, ads, and newsletters as needed.
- Manage electronic communications efforts including writing and designing monthly e-newsletters.
- Photograph or video record outreach events or activities.
- Coordinate and execute e-mail campaigns, meeting deadlines, following timelines, and ensuring uniformity of content/messaging.
- Develop and manage content calendar, oversee the efforts of social media agency, analytics report tracking progress of all social media activity and engagement.
- Provide monthly and by request weekly reports to the First Assistant Commissioner and Commissioner.
- Support agency-wide communications needs as necessary.
- Develop relevant, meaningful content for BOR website.

The duties listed are not set forth for the purpose of limiting the assignment of work. They are not constructed as a complete list of the many duties normally to be performed under a job title or those to be performed temporarily outside an employee's normal line of work.

Knowledge, Skills, and Abilities

- Ability to work effectively with all external audiences as well as CCBOR staff at all levels.
- Outstanding writing skills and ability to write effectively for different audiences.
- Understanding of and ability to develop relationships with media.
- Ability to conceptualize projects and manage multiple priorities.
- Ability to perform creative writing and related activities such as conducting interviews, research, and editing.
- Ability to work calmly and maintain good judgment in a fast-paced, dynamic environment.
- Ability to understand and interpret information accurately, communicate accurately and concisely, and initiate creative and innovative ideas.
- Display a competent and confident professional demeanor.
- Demonstrated skill and ability in the effective use of equipment, computers and other resources for completion of projects such as posters, displays, PowerPoint Presentations, etc.
- Self-direction and reliability.
- Excellent, collaboration, and customer service skills.

Minimum Qualifications

- Possession of a Bachelor's degree from an accredited college or university.
- Excellent oral and written communications skills.

- Strong interpersonal skills.
- Must be literate in Microsoft Office applications.
- Strong organizational and project management skills, ability to coordinate multiple projects and meet deadlines.
- Excellent verbal and written communication skills.

(Resume and application must clearly indicate the duration and nature of work experience and education for consideration in accordance with all minimum and preferred qualifications.)

Physical Requirements

- Long periods of time working on computer requiring vision and typing capability.
- Ability to sit and stand for extended periods of time.
- Regular use of telephone.
- Traveling between office and meetings may be required.

The Cook County Board of Review prohibits all unlawful discrimination in its hiring and promotional process.

COOK COUNTY BOARD OF REVIEW IS AN EQUAL OPPORTUNITY EMPLOYER