

Posting Period: 09/20/24-10/04/24

COOK COUNTY BOARD OF REVIEW



Digital Marketing & Communications Specialist – District 2

Department:	Board of Review	Job Code:	1459
Grade:	22	FLSA Status:	Non-Exempt
Position I.D. No.:	0167694	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 2. The incumbent is responsible for internal and external communications, outreach presentations, talking points, speeches, news releases, web, and social media content. In collaboration with BOR District 2 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 and content creator. The ability to quickly turn around responses to comments and questions is imperative. They should have a passion for social media and public service. They will have strong creative writing skills and eye towards design and branding, 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 2.
- 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.
- 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.
- Photograph or video record outreach events or activities.
- Related to the overall District 2 brand, ensures uniformity of content/messaging.
- Develop and manage content calendar and analytics report to track progress of all social media activity and engagement.
- Provide monthly reports to management, and offer weekly updates as needed.

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.

Residency Requirements

Must establish/maintain Cook County, Illinois, Residency – Employees are required to live full-time within the geographic boundaries of Cook County, Illinois.

The CCBOR prohibits all unlawful discrimination in its hiring and promotional process.

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