

## COOK COUNTY BOARD OF REVIEW



### Digital Marketing & Communications Specialist – District 1

Department:	Board of Review	Job Code:	1459
Grade:	20	FLSA Status:	Non-Exempt
Position I.D. No.:	0163067	Salary:	86,700

#### 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 1. The incumbent is responsible for internal and external communications, talking points, speeches, news releases, web, and social media content. In collaboration with BOR District 1 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 1.
- 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 bilingual content and manage the distribution of electronic collateral materials.

## COOK COUNTY BOARD OF REVIEW

- 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.

## **COOK COUNTY BOARD OF REVIEW**

- 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 in Spanish.

**(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.**

*Posting Period: 05/14/24-5/28/24*

## **COOK COUNTY BOARD OF REVIEW**

**COOK COUNTY BOARD OF REVIEW IS AN EQUAL OPPORTUNITY EMPLOYER**