



Communications Specialist

Lake County Forest Preserves

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Closing Date: 2017-11-03
Salary: 22.21 - 27.79 - 33.37

Description:

Part-Time Position – 24 hours per week

Libertyville, IL

Application deadline: November 3, 2017, at 4:30 p.m.

SUMMARY

The Communications Specialist focuses on creating content and developing media strategies that strengthen our presence in the community, build awareness of our brand, and inspire people to interact with and support their forest preserves. Primary role is writing news releases and pitching stories to the media, preparing articles for communications materials, and developing media outreach and public information campaigns that support our mission. Primary duties include building media and community relations, supporting public information campaigns, and writing content for a variety of media outlets, and digital/printed materials, including websites, advertisements, newsletters, annual reports and other publications.

ESSENTIAL FUNCTIONS

Implements a variety of public affairs and marketing initiatives, including social media channels, advertising, mapping and location sites, mobile websites and apps, search engine optimization, email marketing, and other digital and print communication activities. Researches and implements new media technologies and processes, and explores opportunities and tools for interactive public feedback. Develops and recommends communication, marketing and advertising strategies, creates design and content, and produces a variety of promotional materials for facilities, master plan projects, exhibits, campaigns, educational and recreational programs, and preserves and trails. Handles various aspects of media relations and general communications, including fielding media calls, pitching story ideas, handling crisis communications, writing features, news releases, and photo opportunities, coordinating media tours or press conferences, and preparing award applications, letters, speeches, videos, and audio-visual presentations for Directors, Managers, and other staff. Promotes department activities, public safety, nature and history education programs, special events,

new and existing preserves, trails and special facilities, and implements public information campaigns using websites, email marketing, advertising, and various other traditional and digital marketing tools. Handles purchasing process and facilitates related vendor contract negotiations. Takes digital photographs and videos; assists with, or hires vendors to oversee the production of commercial photography, videography, graphic design, writing, and printing. Performs lifting tasks up to 25 pounds. Drives a motorized vehicle to travel to different locations. Performs tasks that will require walking, bending, stooping, standing, kneeling, climbing, reaching and sitting.

EXPERIENCE

Bachelor's Degree in communications, public relations, marketing, advertising, graphic and web design, digital arts, or a related field. Two years of writing, media relations, social media, e-marketing, graphic design, or website content management and design. Familiarity with a variety of marketing and public relations and website concepts, best practices, and procedures. Experience working with multiple marketing channels. Advanced skills in writing, editing, use of content management systems, HTML, CSS, graphic design, word processing software; knowledge of social networks, current, innovative and emerging industry trends; and analytics tools and tactics. Excellent organizational skills and attention to detail in writing, proofreading, digital files, and in use of content management systems. Excellent oral and written communication skills with the ability to make presentations for staff, media outlets, and community groups. Knowledge in the use of audiovisual and photography equipment. Must possess a valid driver's license.

HOW TO APPLY AND APPLICATION DEADLINES

Interest in Forest Preserve employment can only be expressed by submitting a Forest Preserve Employment Application. Applications are accepted online at www.LCFPD.org. Completed applications must be submitted by November 3, 2017, at 4:30 pm.

ABOUT LAKE COUNTY FOREST PRESERVES

As principal guardian of Lake County's open space and natural areas since 1958, we manage more than 30,800 acres of land and offer innovative educational, recreational and cultural opportunities for all people. Visitors of all ages can enjoy over 207 miles of trail for a variety of outdoor recreation uses, ponds and lakes for fishing, public golf courses, historical and cultural venues, public access to the Fox River and Lake Michigan and award-winning nature and history education programs and events.