



Social Media Specialist

Lake County Forest Preserves

Contact Name: Anamaria Stiller

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Closing Date:

Salary: \$21.32 – \$26.65 – \$31.97

Description:

Full-Time Position

Location: Libertyville, IL

Application deadline: Open until Filled

SUMMARY - The Social Media Specialist is responsible for managing the District's social media networks and strategy in order to describe and promote the various functions and facilities of the Lake County Forest Preserves. Responsible for collaborating with news media and marketing efforts to develop successful social media content and campaigns. Manages all of the District's social media content and networks. Implements strategies to grow followers, engage and retain them. Researches and applies changing technologies, processes and best practices used in social media. Works with staff to provide public information and promotion for the District's various facilities, events, capital improvement plan projects, special exhibitions, campaigns, educational and recreational opportunities, and the preserves and trail systems. Streamlines the process of organizing content and posting through multiple online platforms. Tracks the performance and community engagement of social media campaigns and analyzes success to improve campaign content. 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 - Associates degree in Communications, Marketing, Digital Arts/Technology or related field. One year of social media experience. Familiarity with a variety of marketing, public relations, and website concepts, best practices, and procedures. Strong visual design skills. Experience with graphic design and video software, including Adobe Photoshop, InDesign, Illustrator, Premiere Pro, After Effects, or other visual design tools. 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. Knowledge in the use of audiovisual and photography equipment. Must possess a valid driver's license.

HOW TO APPLY AND APPLICATION DEADLINES - Studies have shown that women and people of color are less likely to apply for jobs unless they believe they can perform every job description task. We are most interested in finding the best candidate for the job, and that candidate may come from a less traditional background. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role.

Interest in employment with the Forest Preserve can be expressed by submitting an application online at www.LCFPD.org. Positions are open until filled.

ABOUT LAKE COUNTY FOREST PRESERVES - The Lake County Forest Preserves offers an excellent work environment as well as a comprehensive benefits package, including medical, dental, and life insurance, IMRF pension plan, and paid vacation, personal, and sick leave.

As principal guardian of Lake County's open spaces and natural areas since 1958, we manage more than 31,000 acres of land and offer innovative educational, recreational and cultural opportunities for all people. Visitors of all ages can enjoy over 206 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.

AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER