



Social Media and Communications Specialist

Wilmette Park District

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Closing Date:
Salary: \$63,535 - \$85,772

Description:

The Wilmette Park District offers a generous and comprehensive benefits package that includes medical, dental, and vision coverage, along with life insurance (basic and voluntary), a pension plan (Illinois Municipal Retirement Fund), 457 Defined contribution plan and Section 125 Flexible Spending Account in addition to paid holidays and vacation time, facility discounts and usage benefits. This is an IMRF, Full-Time salary position.

SUMMARY:

Under the direction and supervision of the Marketing and Communications Manager, the Social Media and Communications Specialist is responsible for promoting and enhancing the Wilmette Park District's presence and engagement through effective digital communication, social media, and outreach efforts. This role involves managing social media profiles, creating engaging content, handling public inquiries, and supporting marketing strategies in collaboration with various departments. Success in this role relies on fostering positive relationships with the public, stakeholders, and local media and ensuring consistency with the District's brand and strategic goals.

ESSENTIAL RESPONSIBILITIES:

Develop engaging social media content that aligns with District branding, fostering community engagement and supporting participation in programs and events

- Establish and grow the District's presence on platforms including but not limited to Facebook, Instagram, LinkedIn, and TikTok, maintaining a consistent posting schedule and content calendar
- Provide live social media coverage at special events, sharing real-time updates and posts to enhance community interaction
- Monitor social media platforms and respond to inquiries promptly, addressing community questions and enhancing digital customer service
- Design email campaigns with compelling subject lines, graphics, and calls to action to engage audiences and drive interest in District programs. Manage e-newsletter distribution and digital communication materials to ensure consistency and quality across platforms
- Produce multimedia content for social media, e-newsletters, and the District website, ensuring brand consistency across all digital channels
- Support promotional video production and contribute blog content highlighting District programs and community stories

- Assist in creating and updating digital program guides, ensuring alignment with branding and program schedules
- Support website updates, ensuring accurate and timely information about programs, events, and community services
- Enhance website navigation to improve user experience, implementing links and coordinating content with other departments
- Create and publish topical blogs and support quarterly digital program guide updates and maintenance
- Update website content using WordPress and Elementor, maintaining high standards of accuracy and integration with RecTrac
- Maintain relationships with local media, ensuring accurate and timely dissemination of District news, updates, and press releases
- Arrange media coverage for District events
- Collaborate with local businesses and the Chamber of Commerce to support outreach efforts and strengthen community connections
- Oversee communication distribution to new residents and businesses, promoting District services and resources
- Implement strategic marketing plans, coordinate with departments to fulfill communication needs and align digital strategies with district goals
- Assist departments in developing printed and digital communication materials, ensuring quality control and brand consistency
- Guide department staff on brand standards, social media best practices, and communication guidelines
- Maintain files and records of marketing and communication activities, managing digital and manual storage methods
- Analyze social media insights and email campaign data to measure success and inform strategy adjustments
- Prepare summaries and reports for Board meetings, detailing the communication of programs, projects, and activities for the public in an easy-to-understand brief
- Assist with scheduling, distributing, and compiling results of community surveys for feedback on District programs

SAFETY RESPONSIBILITIES:

- Actively support the safety program that will effectively control and reduce accidents
- Obey all Park District and departmental safety rules, regulations and procedures established by the Wilmette Park District safety program that are pertinent to the activities conducted at the facility and property
- Promptly report all unsafe actions, practices or conditions to the immediate supervisor
- Attend and participate in required safety training
- Review all accident and incident reports that occur under area of responsibility and send to Human Resources/Risk Management division

QUALIFICATION REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND EXPERIENCE:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field

- 3+ years in digital marketing, social media, communications, or public relations roles

CERTIFICATES, LICENSES, REGISTRATIONS:

- Valid Driver's License
- CPR/AED - Current or attained within 3 months of hire (provided by the Park District)
- Complete annual District trainings including, but not limited to, Sexual Harassment Training

KNOWLEDGE, SKILLS AND ABILITIES:

- Proven ability to develop and execute social media strategies, digital content, and multi-platform marketing campaigns
- Knowledge of social media platform management and best practices, including Facebook, Instagram, and YouTube
- Adobe Creative Suite Experience (InDesign, Photoshop, Premiere) and Microsoft Office
- Familiarity with content management systems, including WordPress, Elementor, and Meta Business Suite
- Excellent written, verbal, and interpersonal communication skills
- Knowledge of photography, videography, and multimedia production is preferred
- Ability to manage multiple projects effectively, with strong organizational and time-management skills
- Experience with community outreach, public relations principles, media relations, and knowledge of customer service best practices
- Proficient in digital content creation, email marketing, and campaign management

TECHNOLOGY SKILLS:

Ability to type and familiarity with computers are essential. Proficient in WordPress, HTML and web design, Adobe Creative Suite applications, social media platforms, communications technology including project and content management, awareness of and proficiency with communications technologies. The Park District uses Microsoft Office Suite, Wrike for project and content management, Paycom for payroll processing, Incode for financial record/budget management, and RecTrac for program registration/facility booking.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is frequently required to sit; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; occasionally required to stoop, kneel, crouch, or crawl; and talk or hear. The employee is occasionally required to stand, walk, climb or balance, and taste or smell. The employee must regularly lift and/or move up to 20 pounds, and occasionally lift and/or move more than 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. General work area is indoors, in a smoke-free environment, with controlled temperature and fluorescent lighting. The noise level in the work environment is usually moderate.

WORK SCHEDULE AND CONDITIONS:

- Normal working hours are Monday through Friday, 9 am to 5 pm, with evening and weekend hours to be expected. Extra hours are required at various times.
- General hours of duty will be approved by the Marketing and Communications Manager and

Superintendent of Operations

- Drive motorized vehicle to travel to different locations