



Digital Designer and Marketing Specialist (Full time)

Deerfield Park District

Contact Name: Tracy McCoy

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Closing Date:

Salary: \$46,800+/- DOQ

Description:

Who We Are:

Established in 1951, the Deerfield Park District enriches lives through outstanding parks, facilities, and recreation programs. We manage over 25 parks and facilities, including golf courses, recreation centers, and pools, and employ 300 staff (500+ seasonally). We are dedicated to environmental sustainability, community partnerships, and excellence, as recognized by our AAA credit rating.

Position Overview:

We are seeking a creative and detail-oriented **Digital Designer and Marketing Specialist** to lead and execute digital and print marketing initiatives. Reporting to the Superintendent of Marketing, this role involves creating branded advertising campaigns, managing social media, and designing compelling content for various platforms.

Responsibilities Include:

- Develop and manage digital marketing strategies, including social media and email campaigns.
- Create branded designs for ads, flyers, posters, and digital displays.
- Enhance and update the park district website and digital platforms.
- Support photography, videography, and post-production efforts for marketing purposes.
- Collaborate with vendors and departments to meet deadlines and ensure excellent customer service.
- Assist with special events, including evenings and weekends.

Minimum Education and Experience Required:

- Bachelor's degree in Journalism, Marketing, Communications, or a related field.
- 2+ years of experience with Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Premiere Pro, or After Effects) and digital marketing tools.
- Proficiency in digital and video camera operation, including post-production.
- A portfolio showcasing a variety of content creation skills is preferred.

Key Competencies:

- Strong attention to detail and organizational skills.

- Proficiency in social media management and digital marketing trends.
- Excellent written and verbal communication skills.
- Ability to manage multiple tasks independently and meet deadlines.

Physical Demands:

- Ability to sit, stand, and occasionally lift up to 10 lbs.
- Work in both office and outdoor event environments.

Scheduling, pay, and benefits

Digital Designer and Marketing Specialist is a non-exempt (hourly) position with irregular hours at times, including evenings and weekends.

The hourly range is between \$22.50 - \$26.50, dependent upon qualifications and experience. This position is eligible for a comprehensive benefits package that includes health insurance, dental insurance, vision insurance, life insurance, IMRF pension, paid time off, a wellness incentive program, and free/discounted access to Park District facilities and programs.

Applying:

The position is open until filled. Please apply early; recruiting and interviewing will begin on Feb 3, 2025 . A detailed job description will be provided during the interview process.

Apply online at

<http://www.deerfieldparks.org/jobs/?gmk=job&gni=8a7887a1946708b1019489c734692a93&gns=ILPRA>