



Digital Marketing Specialist

Waukegan Park District

Contact Name: Maria Contreras

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Closing Date:

Salary: 49,800 to 55,500

Description:

Waukegan Park District - Digital Marketing Specialist - FT

Position Summary

The purpose of the Digital Marketing Specialist is to promote Waukegan Park District programs, facilities, special events, projects, and services and communicate their value and benefits to the public through print and electronic media. Communicate with residents to attract and engage their use of and participation in programs and services. This position is required to adhere to all Waukegan Park District (District) policies and procedures.

Essential functions

- Creates communication materials to inform the public about and promote District activities, events, projects and programs including, but not limited to, press releases, quarterly magazine articles, newsletters, program guides, in-person promotional events, and social media postings.
- Assists in planning and marketing assigned District special events and projects.
- Assists staff in developing articles, stories, and other written materials.
- Oversees interns and assigned responsibilities.
- Works evenings, weekends, and holidays as assigned.
- Collaborates with staff to create annual department budget and projections for Marketing and Community Relations.
- Creates, edits and distributes electronic newsletters.
- Participates in the development and scheduling of ads in newspapers, printed and electronic.
- Creates and sends emails to promote programs, facilities, and events using Constant Contact and maintains database/user lists for the newsletters.
- Updates and maintains the District website, including the quarterly event calendar. Coordinates with other staff to ensure information is accurate and up to date.
- Shares information to social media, promotional sites, and news media associated with the District.
- Keeps social media content updated to boost customer engagement.
- Schedules content on digital media platforms.
- Ensures brand consistency across all communications and digital media channels.

- Coordinates and maintains the mobile app for the District using accurate and up to date content.
- Coordinates details for District events such as job and resource fairs, community and special events, and partner collaborations while representing the District in a professional manner.
- Takes photos and videos at District events, activities and facilities; edits photos and videos; develops videos/slideshows/PowerPoint presentations for use by the District on the website and social media outlets.
- Maintains the District archive of photos and videos.
- Stays updated on the latest digital media trends.
- Conducts duties in adherence to safety requirements.
- Assists staff and volunteers in the performance of their duties.
- Performs other duties and responsibilities assigned by the supervisor to support the department or the District.

Applications must be submitted in our employment portal ([link above](#)) to be considered for an interview.