



## **Social Media Specialist**

Morton Grove Park District

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**Closing Date:** 2026-02-05

**Salary:** \$22–\$28 per hour

### **Description:**

#### **Social Media Specialist**

#### **Job Description**

The Part-Time Social Media Specialist is responsible for creating, managing, and promoting social media content that highlights Morton Grove Park District programs, facilities, and community events. The position plays a key role in increasing public engagement, maintaining brand consistency, and strengthening the Park District's online presence. This is a part-time position, working approximately 10–20 hours per week, including some evenings and weekends for event coverage.

#### **Qualifications:**

Minimum age for the position is 18 years old. A background in communications, social media, or a related field is required. Experience managing social media accounts for an organization or business is required. Must have strong writing and communication skills, creativity, and attention to detail. Proficiency with social media platforms (Facebook, Instagram, TikTok) and design tools (Canva, Adobe Creative Suite) is required. Basic photography and video editing skills preferred.

#### **Immediate Supervisor:**

The Social Media Specialist reports to the Marketing Manager.

#### **Essential Functions:**

1. Create, design, and publish engaging content across Park District social media channels.
2. Maintain a consistent posting schedule using a content calendar and scheduling tools.
3. Monitor, respond, and engage with community comments, messages, and mentions in a timely and professional manner.
4. Capture photos and videos at programs and events for use across digital platforms.
5. Ensure all social media content aligns with the Morton Grove Park District brand standards and tone.
6. Assist with the promotion of events, seasonal programs, and district-wide initiatives.
7. Track and analyze social media performance metrics to improve reach and engagement.
8. Collaborate with staff to highlight stories, programs, and community impact.
9. Maintain digital organization of photo and video assets for marketing use.
10. Perform other related duties as assigned by the Marketing and Communications Manager.

#### **Psychological Considerations:**

Must maintain a positive attitude and demonstrate creativity under deadlines. Must be able to

effectively handle feedback and interact professionally with staff and the public.

**Physiological Considerations:**

Must be able to lift up to 25 lbs. for transporting equipment such as cameras, tripods, or marketing materials.

**Environmental Considerations:**

Work is performed in both office and outdoor settings. May be exposed to varying weather conditions when covering events or programs.

**Cognitive Considerations:**

Must demonstrate good judgment, problem-solving skills, and attention to detail. Must be able to communicate effectively and manage multiple priorities while maintaining the mission and brand standards of the Morton Grove Park District.

**Employee Benefits:**

Pool membership, fitness membership, fitness classes, and access to park district-run programs.

**Pay Range:** \$22–\$28 per hour