Digital Marketing Coordinator

Forest Preserve District of Will County

Contact Name: Melissa Adamic
Contact E-mail: madamic@fpdwc.org
Contact Phone: 815-727-5667
Closing Date: 2026-11-20
Salary: $54,473 - $75,207

Description:
FOREST PRESERVE DISTRICT OF WILL COUNTY
JOB DESCRIPTION

TITLE: | DIGITAL MARKETING COORDINATOR
DEPARTMENT: | MARKETING AND COMMUNICATIONS
FLSA STATUS: | EXEMPT
DATE: OCTOBER 2026
LOCATION: | SUGAR CREEK ADMINISTRATION CENTER

BASIC FUNCTION

Independently performs complex functions related to the District's social media channels and website. Creates, edits and posts compelling online content promoting the District's mission. Coordinates across multiple departments to ensure the information being presented to the public is timely and accurate. Fills in for key staff in their absences, requiring a strong grasp of overall departmental processes and goals. The successful applicant will be a skilled wordsmith and storyteller and can adhere to strict deadlines while juggling multiple projects with minimal supervision. A solid understanding of social media and how the District can continue to leverage its growing number of followers is a must. Handles digital communications as assigned in the absence of the Head of Digital Marketing Strategy/Engagement. Provides a high level of supervision related to the District's communication tools and promotional assets, and is essential to the day-to-day functioning of the Marketing & Communications Department.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Head of Digital Marketing Strategy/Engagement
Supervises: None

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Writes and researches compelling stories that promote the District's mission, with an ability to

understand complex scientific processes and information and convey that information so it is understandable to the general public.

2. Conducts interviews with sources either in person or via phone or email.
3. Coordinates and executes long-term digital marketing initiatives with all departments across the District.

4. Edits marketing materials as assigned to ensure information is accurate and reflects the District in a positive light.
5. Independently oversees the coordination of all content for the District's Willy's Wilderness website and Facebook account, including working with the Willy's Wilderness team and creating, posting and editing content for both platforms.

6. As assigned by the Head of Digital Marketing Strategy/Engagement, coordinates digital communications among the District's 40 social media accounts and two websites through the writing, posting and updating of content.

7. Brainstorms independently and in conjunction with Department staff on the ideas and implementation of marketing campaigns, website story ideas and social media posts and posting strategies.
8. Coordinates all content to be posted to The Nature Foundation of Will County website. Is responsible for generating story ideas and writing, researching and conducting interviews, as well as posting those stories while utilizing best web and SEO practices to improve online engagement. Also responsible for editing content created by Foundation staff for the purposes of digital communications.

9. Responsible for working closely with Visitor Services to edit, publish and promote all District public programs.
10. Edits the District's lineup of weekly and monthly digital newsletters.

11. Assists with content updates to the website, utilizing search engine optimization best practices to ensure the District's website maintains its high search engine ranking.

12. Uses online design software to create compelling and visually appealing social media posts to promote the District's mission.

13. Communicates effectively and professionally with the public through venues that are seen by thousands of people via the website and social media.

14. Works with all other District departments, including supervisors, to meet a variety of requests.

15. Has an intricate knowledge of and works daily with several software programs and content management systems related to the website and social media management.
16. Has a working knowledge of Google Analytics 4 and social media reports to decipher data and leverage those insights to help guide future projects.

17. Oversees digital communications as assigned – including all social media platforms and the website – in the absence of the Head of Digital Marketing Strategy/Engagement, posting content, answering public and internal questions and requests, and handling troubleshooting as it arises.

18. Fills in for the Public Information Officer in this individual's absence, checking the webmaster account and addressing public concerns and questions from the media. This is done in consultation with the Director of Marketing and Communications, as needed.

19. Follows proper grammar and style conventions, including Associated Press style.

20. Stays current on social media and marketing trends.

21. Meets tight deadlines and balances multiple projects at once.

22. Assists with planning and execution of grand openings, groundbreakings and ribbon cuttings, as assigned.

OTHER DUTIES

1. Coordinates special projects as assigned by the Head of Digital Marketing Strategy/Engagement.

2. Assists with the organization and sale of District merchandise, both online and in-person at outreach events.

3. Serves on District and departmental teams and work groups as assigned.

KNOWLEDGE, SKILLS AND ABILITIES

- Effective communication skills, both orally and in written form.
- Excellent planning, time management and organizational skills.
- Ability to write in a clear and concise manner, and to edit text with a keen attention to detail.
- Ability to appropriately prioritize work tasks, complete work in a timely manner, and meet tight deadlines.
- Knowledge of working within a variety of content management systems, such as Kentico, Wordpress and Wix.
- Knowledge of both PC and Mac platforms.
- Knowledge of Microsoft Office software (Outlook, Word, Excel and Access), Sprout Social as well as online graphic design software such as Adobe Express and Canva.
- Knowledge of search engine optimization best practices.
- Willingness to take on new responsibilities and consistently follow up on projects.
- Team player who is friendly, motivated, comfortable within a fast-paced, small department, and is customer-oriented.
- Ability to promote the Values of the District: teamwork and building positive relationships; initiative; decision making, judgment, and accountability; attitude, temperament, and courtesy; preparation and organization; safety; innovation, application, and creativity; and commitment.

TRAINING AND EXPERIENCE

Education: Bachelor’s Degree in marketing, communications, journalism or related field.

Experience: Minimum of 7 years experience writing and editing for professional publications, as well as experience successfully using a variety of social media platforms for promotion.

Certifications: None

WORKING ENVIRONMENT AND CONDITIONS

The following statements are intended to describe the general nature and level of work being

performed by most people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and requirements.

Work Schedule: This position requires a 40-hour work week. This position includes the option of a maximum of 16 hours of remote work per week, after 6 months per the District's remote work policy, subject to the supervisor's approval.

Manual Dexterity: Work requires regular speed and accuracy for most of the working day.

Physical Effort: Work requires handling average weight materials or equipment, but not for sustained periods (10 pounds or less).

Working Conditions: Typical working conditions found in most administrative work areas.

Hazards: Negligible. Little or no exposure to hazards.

OTHER INFORMATION

This is principally a sedentary job which requires a sighted individual (i.e., vision corrected to 20/20) for extended computer usage and requires an individual with normal hearing (i.e., hearing corrected to normal ranges) for direct [or telephone] contact with the vendors, employees, and the public. Significant typing duties require sufficient manual dexterity to type at a speed of a minimum of 60 words per minute. The personal communications nature of this work also requires an individual who possesses good auditory memory and discrimination skills and significant interactive communication skills.

Applicants should possess knowledge of modern business office practices and procedures; and knowledge of business English, spelling, punctuation, grammar, format and rules of correspondence.

Ability to type quickly and accurately; ability to learn processes applicable to the type of design and technical work performed in the Marketing and Communications Department; ability to understand and follow oral and written instructions; and ability to demonstrate good communication skills as evidenced by communicating effectively with a wide range of audiences in a variety of ways.

SAFETY AND RISK MANAGEMENT

- Maintains a working knowledge of all general agency and department-specific safety rules.
- Uses material handling equipment or staff assistance when lifting and/or moving objects 10 pounds or heavier.
- Reports any work-related or patron injuries to supervisor promptly.
- Attends required safety program and in-service education meetings.
- Corrects unsafe conditions and/or reports them to supervisor.

PAY RANGE, SALARY, AND BENEFITS INFORMATION

Pay Range: Grade 10
Minimum: $54,473
Midpoint: $64,006
Maximum: $75,207

Starting Salary: Commensurate with Experience

Benefits: Medical HMO/PPO HDHP, dental, vision, basic life/AD&D, and voluntary life/AD&D, IMRF pension, paid sick time, vacation, and holidays following the current handbook, employee assistance program, options to purchase voluntary insurance, and deferred compensation.

Resumes will be accepted for the Digital Marketing Coordinator Position until November 20, 2026.

Application Procedure: Send a cover letter describing interest and a resume to:

Human Resources Department
Forest Preserve District of Will County
17540 W. Laraway Road
Joliet, Illinois 60433
humanresources@fpdwc.org