



OFFICE OF THE ILLINOIS STATE TREASURER MICHAEL W. FRERICHS

JOB OPPORTUNITY ANNOUNCEMENT

Job Title: Assistant Marketing and Digital Director
Division: Communications
Location: Springfield or Chicago, Illinois
Salary: Commensurate with experience

Overview: The Assistant Marketing and Digital Director supports the Treasurer's Marketing and Digital Director by designing content, managing digital assets, and providing strategic oversight in efforts to expand the digital footprint of the Treasurer's Office. Duties include developing content strategy, increasing brand awareness, generating inbound traffic and cultivating leads and relationships across the Treasurer's Office website, e-newsletter and social media platforms. The Assistant Marketing and Digital Director is a motivated individual with knowledge of current graphic design software to produce graphic art and visual materials for promotional purposes.

Duties and Responsibilities:

- Manages the Treasurer's Office's social media calendar and researches and identifies relevant future opportunities.
- Under supervision, designs creative, drafts copy and uploads content for digital channels.
- Researches and makes proposals to enhance social media strategies based on latest developments in digital communications.
- Collects, analyses and disseminates reports on day-to-day performance of digital communications.
- Monitors and responds to constituent inquiries via digital channels.
- Handles graphic design requests for Treasurer's Office internal/external projects. Responsible for conceptualization and visual solutions from concept to completion.

Specific Skills:

- Possession of creative flair, versatility, conceptual/visual ability and originality
- Demonstrable graphic design skills
- Up to date with industry leading software and technologies (In Design, Illustrator, Dreamweaver, Photoshop, Microsoft Office, Final Cut Pro (or comparable video editing software) etc.
- Highly proficient in all design aspects
- Professionalism regarding time, costs and deadlines

Requirements/Qualifications: Requires proficiency with Adobe Creative Suite, social media content management platforms, strong communication, project management, & analytical skills, Microsoft Office Products including SharePoint (or commensurate platform for sharing/organizing work product). Preference will be given to candidates who have video production experience and intermediate DSLR photography skills.

Education and Work Experience: Bachelor's degree in Communications, Journalism, Marketing, or the creative arts; two (2) or more years' experience of digital marketing experience; OR any equivalent combination of experience and training that provides the required knowledge, skills and abilities to carry out the duties of the position.

Application Process: Send completed application including letter of interest and resume via email to

Chief Operating Officer @ HR@illinoistreasurer.gov

http://www.illinoistreasurer.gov/Office_of_the_Treasurer/Employment_Opportunities

Equal Employment Opportunity Employer. Applicants must be lawfully authorized to work in the United States.

State Capitol
Room 219
Springfield, IL 62706
Phone: (217) 782-2211
Fax: (217) 785-2777
TTY: (866) 877-6013

James R. Thompson Center
100 West Randolph Street
Suite 15-600
Chicago, IL 60601
Phone: (312) 814-1700
Fax: (312) 814-5930
TTY: (866) 877-6013

Illinois Business Center
400 West Monroe Street
Suite 401
Springfield, IL 62704
Phone: (217) 782-6540
Fax: (217) 524-3822
TTY: (866) 877-6013

Myers Building
One West Old State Capitol Plaza
Suite 400
Springfield, IL 62701
Phone: (217) 785-6998
Fax: (217) 557-9365
TTY: (866) 877-6013