



**Job Code:** 8976

**Grade:** 21

**HCWR:** N

**Job Title**

Digital Marketing Communications Specialist

**Department**

Public Health

This position is exempt from Career Service under the CCH Personnel Rules.

**Job Summary**

Aligned with the mission and vision of the Cook County Department of Public Health (CCDPH), the Digital Marketing Communications Specialist, will support development, implementation and evaluation of on-going communications and marketing that build value for public health and support the provision of accurate, culturally, and linguistically responsive information related to COVID-19 and health disparities. The position will lead digital marketing efforts, including email, web, and social media.

**Typical Duties**

- Supports development, implementation and evaluation of an overall communication and marketing strategy.
- Leads and manages execution of digital marketing efforts, including email, web, and social media.
- Assesses current online presence and creates social media strategy.
- Creates and maintains a posting and content schedule for social media.
- Researches and writes content for CCDPH website, social media, and other modes of communication such as infographics, blogs, and/or e-newsletters.
- Manages and performs website editorial activities including gathering and researching information that enhances the value of CCDPH's webpages related to the initiative to all audiences. Manages content with the goal of motivating users to utilize CCDPH website as a primary source for information and decision-making. Provides input on web design and layout, as necessary.
- Reviews daily and edits webpage content currently related to the initiative to ensure its accuracy, appropriateness, and timeliness.
- Uses graphic and technology skills to design and produce new pages for the website as needed. Serves as a resource in web page creation.
- Schedules and coordinates press conferences.
- Plans virtual community events or communication technical assistance sessions with community-based organizations to support outreach and education.
- Supports development of in-house materials, including presentations and reports, in accordance with guidelines provided by CCDPH.
- Assists with internal communications, and communication of strategies or messages from senior leadership.
- Acquires and maintains a detailed knowledge of CCDPH's policies, principles, and strategies, and to keep up to date with relevant developments.
- Adheres to CCH and CCDPH style guide, ensuring production of high-quality and error-free copy.



### **Typical Duties**

- Works with key CCDPH staff to brainstorm content ideas, in line with CCDPH's strategy and in support of various brand initiatives.
- Supports evaluation of communication and marketing strategy, including reports on the progress of digital marketing efforts. Tracks effectiveness of webpages related to initiative and respond to indicators, as necessary.
- Performs other duties as assigned.

### **Minimum Qualifications**

- Bachelor's degree in Communications, Journalism, Public Relations, Marketing or a related field from an accredited college or university
- Two (2) years of experience developing communication strategies
- Two (2) years of social media and digital marketing experience
- Proficient with social media platforms and related content
- Experience working with Adobe Photoshop to create and/or edit materials
- Completion of the National Incident Management Systems (NIMS) courses to include: IS-100, 200, 700, and 800 within six (6) months of employment

### **Preferred Qualifications**

- Two (2) years of experience working with Adobe Photoshop to create and/or edit materials

### **Knowledge, Skills, Abilities and Other Characteristics**

- Knowledge and proficient with Microsoft Office and related business communication tools
- Knowledge of and experience with content writing for all media platforms
- Excellent verbal and written communication skills necessary to communicate with all levels of staff and a patient population composed of diverse cultures and age groups
- Ability to multi-task and meet deadlines in a fast paced and stressful environment
- Ability to maintain a professional demeanor and composure when challenged
- Proven social media and networking expertise
- Demonstrate a strategic and creative mindset
- Demonstrate meticulous attention to detail, accuracy, and precision

### **Physical and Environmental Demands**

This position is functioning within a healthcare environment. The incumbent is responsible for adherence to all hospital and department specific safety requirements. This includes but is not limited to the following policies and procedures: complying with Personal Protective Equipment requirements, hand washing and sanitizing practices, complying with department specific engineering and work practice controls and any other work area safety precautions as specified by hospital wide policy and departmental procedures.



**The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of the personnel so classified.**

**For purposes of the American with Disabilities Act, “Typical Duties” are essential job functions.**