



## CITY OF CHICAGO OFFICE OF THE CITY TREASURER

### Social Media Manager – City Treasurer Office

#### JOB ANNOUNCEMENT

Number of Vacancies: 1

The City of Chicago Treasurer's Office is seeking a Social Media Manager to help develop, implement, and promote an ongoing digital communication strategy to support and enhance the CTO initiatives and message.

**Responsibilities** of this position include, but are not limited to:

- Accentuating and illustrating the CTO's impact on financial education programs and services through effective creative online content, including, but not limited to videos, photos, infographics, and/or text posts, etc.
- Plan and develop social media campaigns that engage constituents and encourage greater participation in programs and initiatives.
- Develop and manage daily, weekly, and monthly social media calendars and posts across all social media channels.
- Monitor and create content for standard social media platforms (e.g., Facebook, Instagram, Twitter, YouTube, Snapchat, and blogging) fostering direct and positive relationships with the community.
- Staying on top of the latest social media trends, technology, and best practices.
- Increase online traffic and supporters through consistent engagement.
- Support live feeds of events and program launches on social media channels
- Maintain and update the website as needed
- Protect brand guidelines as well as compliance with all online content
- Making recommendations to improve social media effectiveness and external communications
- Measuring and providing the analytics to ensure the effectiveness of social media posts and campaigns as well as website traffic
- Identifying, establishing, and enhancing relationships with social media influencers to ensure a strong, supportive, and growing network

#### **Minimum Qualifications and Experience:**

- Bachelor's degree in marketing, digital marketing, internet marketing, or a directly related field from an accredited college or university
- Experience as a social media manager and/or content developer
- Experience managing and auditing websites
- Prior experience as a copywriter
- Prior experience as an in-house or agency content manager

- Prior experience in the financial services industry and/or knowledge of financial services and products, is a plus

### **Knowledge, Skills, and Abilities**

- Knowledge of best practices for social media platforms, and maintaining and posting on social media channels, including Facebook, Twitter, Instagram, LinkedIn, Pinterest, and more.
- Excellent verbal and written communication skills
- Creative and self-starter: the ability to initiate the crafting of engaging and compelling content and images
- Well organized and able to multitask

### **Other Work Requirements:**

- Initiative
- Adaptable/Flexible
- Dependability
- Attention to Detail
- Innovative

### **THIS POSITION IS SHAKMAN EXEMPT**

### **Application Process**

You must submit the following documents to:

- Resume (*required*)
- Cover letter
- Portfolio or data points that demonstrate your expertise (*required*)

Amanda Brown  
CTO Director, Human Resources  
City Treasurer Office  
[Amanda.Brown@cityofchicago.org](mailto:Amanda.Brown@cityofchicago.org)

### **RESIDENCY REQUIREMENT**

All employees of the City of Chicago must be actual residents of the City of Chicago as outlined in Section 2-152-050 of the City of Chicago Municipal code. Proof of residency will be required.

**City of Chicago**  
Lori E. Lightfoot  
Mayor

**Department of Human Resources**  
Christopher Owen  
Commissioner

**Annual Salary** Commensurate with experience  
\$65,456 - \$77,176

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