



JOB ANNOUNCEMENT

Social Media Strategist Office of the Mayor

Description

Work to promote the Mayor's agenda through proven social media strategy tactics and messaging, development of a content calendar, and creation of digital content in line with overall communications strategy. Work with the Director of Digital Strategy to develop campaigns, grow digital platforms, and engage audiences in a compelling manner. Ensure stakeholders are informed and fully aligned with and able to execute those strategies.

ESSENTIAL DUTIES

- Develop and manage social media content for the Chicago Mayor's Office, including writing and posting written content and visual graphics, and tracking work by other partner departments
- Work with Deputy Digital Director to develop content for posting
- Oversee the development of digital videos and other digital media
- Analyze digital data and present findings to improve performance
- Coordinate social media content between all City of Chicago departments
- Create editorial calendars and posting schedules
- Generate reports for social media analytics

NOTE: *The list of essential duties is not intended to be inclusive; there may be other duties that are essential to particular positions within the class.*

MINIMUM QUALIFICATIONS

Education, Training, and Experience

- Bachelor's degree from an accredited college or university
- 1-3 years of relevant experience, preferably with experience in marketing in a government position or at a marketing agency
- Exceptional written and communication skills
- Graphic design and visual content creation
- Established ability to work quickly and effectively and under high-pressure

situations

- Excellent project management and interpersonal skills Ability to work strategically and collaboratively across departments
- Effective, versatile, value-driven, and action-oriented

WORKING CONDITIONS & EQUIPMENT

- General office environment
- Ability to work extended hours
- Standard office equipment (e.g., telephone, printer)
- Computers and peripheral equipment (e.g., computer, smartphone, monitor)

KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS

Knowledge

- Project management methods, practices, and procedures
- City and department ordinances, policies, procedures, rules, and regulations
- AP-style writing

Skills

- Digital platforms – Professional experience with Twitter, Facebook, Instagram (and Stories), LinkedIn, YouTube, Medium, and Snapchat.
- Design – Experience creating visual assets with Canva, Adobe and others.
- Video/Photography – Some experience creating visual assets through video and photography.
- Analytics – Experience with social listening, measurement and analytics (e.g. Brandwatch, Google Analytics and others)
- Content management – Proficient knowledge and experience with Content Management Systems preferred
- Clear communication – Superior communication skills, including writing, editing and verbal capabilities
- Developing strategy – Hands-on experience developing and executing social media strategies
- Organization – Excellent organizational skills, including the proven ability to handle multiple complex projects simultaneously and against deadline

Abilities

- Strategic thinking – ability to think of long-term plans or strategies for advancement of agendas

- Judgement and decision-making – ability to consider the costs and benefits of potential actions followed by the execution of decision
- Comprehend oral and written information – ability to listen, read, and understand complex information in a short amount of time

Other Work Requirements

- Attention to detail – pay careful attention to detail and thoroughness in completing work tasks
- Initiative – demonstrate willingness to take on job challenges and responsibilities when asked
- Flexibility – be open to change (positive or negative) and to variety in the workplace
- Dependability – demonstrate reliability, responsibility, and dependability and fulfill obligations

THIS POSITION IS SHAKMAN EXEMPT

Location:

City Hall
121 N. LaSalle Street
Chicago, IL 60602

Salary: \$72,420

Interested candidates should send their resume and cover letter to the following:

Bria Purdiman, Deputy Communications Director
Office of the Mayor
bria.purdiman@cityofchicago.org

If you would like to request a reasonable accommodation due to disability or pregnancy in order to participate in the application process, please contact the City of Chicago, Department of Human Resources, at 312-744-4976 or disabilityaccommodations@cityofchicago.org. Please be prepared to provide information in support of your reasonable accommodation request.

ALL REFERENCES TO POLITICAL SPONSORSHIP OR RECOMMENDATION MUST BE OMITTED FROM ANY AND ALL APPLICATION MATERIALS SUBMITTED FOR CITY EMPLOYMENT.

The City of Chicago is an Equal Opportunity and Military Friendly Employer

Residency Requirement: All employees of the City of Chicago must be actual residents of the City as outlined in 2-152-050 of the City of Chicago Municipal Code. Proof of residency will be required.

All employees of the City of Chicago must demonstrate commitment to and compliance with applicable state and federal laws, and City ordinances and rules; the City's Ethics standards; and other City policies and procedures.

City of Chicago

Brandon Johnson, Mayor