



DIGITAL STRATEGY and CREATIVE SERVICES MANAGER:

The Digital Strategy and Creative Services Manager will manage and enhance ICCB's digital presence and communications by maintaining the website, creating branded content, managing social media, and supporting outreach efforts that promote ICCB programs and initiatives. This role ensures consistent messaging, accessibility compliance, and effective engagement with stakeholders through high-quality digital and visual communication.

Duties/Responsibilities:

Website Management and Development

- Develop and update the ICCB website using WordPress (Divi).
- Design, develop, and launch new content, forms, and interactive features.
- Ensure ADA/WCAG accessibility compliance and optimal user experience.
- Analyze web traffic and recommend improvements.

Newsletter and Digital Communication

- Develop, write, and distribute a monthly digital newsletter via Constant Contact.
- Maintain targeted email lists and ensure alignment with ICCB's communication strategy.
- Create campaigns that support ICCB programs and initiatives.

Graphic Design and Visual Communication

- Design branded visuals including flyers, infographics, reports, social graphics, and promotional materials.
- Collaborate with staff to develop data visualizations and branded assets.
- Maintain design consistency and ICCB visual identity across platforms.

Social Media Management

- Develop and implement a content calendar for ICCB's social media channels.
- Create and schedule engaging posts, graphics, and multimedia.
- Monitor analytics and adjust strategy to increase reach and engagement.

General Communications Support

- Assist with the creation of presentations, reports, and public-facing materials.
- Support communication planning for events, initiatives, and campaigns.
- Highlight community college impact through student success stories and program highlights.



Other Responsibilities:

- Perform other duties as assigned, which may include occasional travel.

Minimum Qualifications:

- Bachelor's degree in communications, journalism, radio/television broadcasting, web/digital media, or a related field.
- One (1) year of professional work experience in marketing, public relations, website design, communications, or a related professional area. A master's degree in an area consistent with the duties of the position may be substituted for one year of work experience.
- Experience in web development, with a focus on WordPress.
- Experience implementing digital communication strategies and across social media platforms including Facebook, X, Instagram, YouTube, and LinkedIn.
- A high level of competency with Adobe InDesign, Photoshop, Canva, and other graphic design tools.

Additional Desirable Qualifications:

- Master's degree
- Strong writer and storyteller, able to understand complex policy and data content to create compelling messaging for specific audiences, across a variety of platforms.
- Strong understanding of UX/UI design principles and best practices
- Experience with photo and video production/editing
- Understanding of website architecture and aesthetic; basic web coding knowledge.
- Demonstrated proofreading and copy-editing skills.
- Knowledge of SEO, keyword research, and Google Analytic.
- Understanding of ADA website compliance standards and maintenance of websites at that level.
- Demonstrated ability to plan strategically and prioritize time.
- Experience in, or adequate knowledge of, the Illinois community college system.

Salary and Benefits:

- Salary range: \$55,00.00 - \$65,000.00 /year
- State Competitive Employee Benefits ([FY 2026 Benefit Choice - State Employees Group Insurance Program](#))
- Be Well Illinois: [Be Well Illinois](#)
- State University Retirement System: [SURS In Brief.pdf](#)



Required Applicant Documents:

- Resume
- Cover Letter
- Illinois Community College Board application ([APPLICATION FOR EMPLOYMENT](#))
- Portfolio Requirement: All applicants must provide a portfolio demonstrating a range of work. This may include examples such as:
 - Graphic design samples
 - Web design projects (highlighting WordPress)
 - Any available video or photo work

Please Note: These documents are required to be submitted via email to iccb.careers@illinois.gov to complete the application process.

Optional Applicant Documents:

- Transcripts
- DD-214 - To be eligible for Veteran's Preference points on the exam, appropriate military service documentation such as a DD-214 must be submitted prior to the application deadline.

Special Instructions for Applicants:

Please fully complete the entire application including, but not limited to, the education and work history portions. Be specific on your work history, including employment dates and duties for all positions held. Please do not put "see resume" in the duties and responsibilities section of the work history. This will be considered an incomplete application and incomplete applications will not be considered.

The Civil Service examination for this classification is based on your application materials and responses to the supplemental questions. No participation other than submission of applicant materials are required from applicants that qualify to take the exam. If you meet the minimum required qualifications for this position, you will receive a score calculated based on your education and experience, and your name will be placed on the active employment register by exam score. After the application deadline, the names within the top three scores will be referred to the department for interview. Register will be cleared after position is filled.

Important Information for Applicants:

This position requires a criminal background investigation and, if applicable, an employment history review. Any offer of employment is contingent upon successfully passing these checks. Employment may not commence until the results of the background investigation have been reviewed and approved by Human Resources.

The ICCB is an Equal Opportunity/Affirmative Action Employer. Minorities, women, veterans, and individuals with disabilities are encouraged to apply.

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