

ASSOCIATE DIRECTOR FOR EXTERNAL RELATIONS - WEB and DIGITAL MEDIA: The Associate Director for External Relations - Web and Digital Media reports directly to the Chief of Staff and has the following responsibilities:

1. Performance – Regular Assignments:

- a. Develop and maintain the ICCB’s websites including content, graphics, photos, and videos.
- b. Manage day-to-day operations of the ICCB’s website, ensuring the functionality, navigation, and overall performance meet the needs of the agency. Update all pages on a regular basis; perform testing and quality assurance of website and web applications; check hyperlinks regularly to ensure validity.
- c. Collaborate with Information Technology division on future development of more advanced aspects to the website.
- d. Manage social media posts and respond to followers. Generate, edit, publish, and share engaging content on a regular basis.
- e. Evaluate, recommend, and implement new features, software, and technologies to enhance website and social media presence.
- f. Oversee development and management of various communications platforms including newsletters, blogs, fact sheets, videos, and reports.
- g. Ensure consistency with ICCB style and branding standards across all platforms including social media, website, presentations, webinars, and all other outward facing activities. As appropriate, update Style and Branding Guides and train staff on usage.
- h. Work closely with the Research and Policy Studies division to translate ICCB data into visual stories through graphic design and data visualization tools that inform external audiences.
- i. Monitor search engine optimization and web traffic metrics; compile and distribute reports on web and email analytics and social media engagement; make recommendations based on thorough evaluation of analytics.
- j. Assist with development and execution of a comprehensive public relations plan.
- k. Other duties as assigned by the Chief of Staff.

2. Liaison:

- a. Community college marketing and public information officers.
- b. External consultants and vendors

Minimum Qualifications

1. Bachelor’s Degree in marketing, business administration, communications, public relations, web design, or a closely related field.
2. 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.*
3. Experience in web development, with a focus on WordPress.
4. Experience implementing digital communication strategies and across social media platforms including Facebook, Twitter, Instagram, YouTube, and LinkedIn.
5. A high level of competency with Adobe InDesign, Photoshop, Canva, and other graphic design tools.

Additional Desirable Qualifications

1. Master's degree or higher.
2. Strong writer and storyteller, able to understand complex policy and data content to create compelling messaging for specific audiences, across a variety of platforms.
3. Understanding of website architecture and aesthetic; basic web coding knowledge.
4. Demonstrated proofreading and copy-editing skills.
5. Knowledge of SEO, keyword research, and Google Analytic.
6. Understanding of ADA website compliance standards and maintenance of websites at that level.
7. Demonstrated ability to plan strategically and prioritize time.
8. Experience in, or adequate knowledge of, the Illinois community college system.