

**New Trier Township
739 Elm Street, Winnetka, IL 60093**

Position Posting #2015-03—Director of Communications

Contact: All questions concerning the position posting should be directed to the Office of the Supervisor, 847-446-8202, 9:00 a.m. to 5:00 p.m. Monday through Friday.

Description: The Communications Director develops, coordinates and evaluates the Township's communications program, participates in the support of all Township services and programs and manages social media platforms on behalf of the Township. The position is an independent contractor status and reports directly to the Township Supervisor.

Responsibilities:

Website management: Maintain current news of programs and services, manage calendar, food pantry current needs list and agendas & minutes postings, collaborate with American Eagle to ascertain that website performance stays cutting edge and user friendly, and track Google analytics to assess usage habits and maximize strategic delivery to users.

Social media: Keep social media dynamic to maintain engagement among residents.

Marketing of Township programs and services: Promote programs through use of traditional and social media, encourage attendance of Township events, create awareness of Township grant and assistance application cycles and support Social Services and Community Service Administrator in all efforts as deemed appropriate.

Program support: Partner with Social Services and Community Service Administrator and Administrative Assistant to update assistance and funding applications each cycle and post to website and publicize availability in a timely fashion.

Publications: Produce Courier newsletter 3x/year and Annual Report for distribution at Annual Town Meeting in mid-April, develop flyers for events and collateral materials for Township programs, attend key events to photograph and publicize Township efforts. Maintain photo library for marketing opportunities.

Computer Skills/Graphics Capabilities: Create and maintain flyers and grant applications in conjunction with staff to support Township programs.

Publicity: Maintain media relations and track coverage by local outlets, coordinate media interviews with staff and provide media training prior to staff interviews for best outcomes.

Support Supervisor's Office: Provide input and assistance with development and rollout of new services and updating existing programs, writing copy for public appearances and messages for publication, and represent the Township at public events.

Support Assessor's Office: Promotion of outreach events, distribution of property tax appeals information, and regularly publicizing the services that office provides.

Support Clerk's Office: Assistance with planning and execution of the Annual Town Meeting, promotional materials to publicize the Annual Town Meeting, solicitation of keynote speaker for Annual Town Meeting, marketing materials and meeting support for Clerk's association meetings.

Community Relations: Respond to inquiries from residents, partner agencies, and the community at large.

Meetings: Attend staff meetings to stay informed of key programs and marketing opportunities, attend Board of Trustee meetings as needed, approximately 2x/year, and attend Annual Town Meeting to photograph and manage videographer/photographer.

Qualifications:

- Excellent communication skills and diplomacy required.
- Journalism and social media writing abilities a necessity.
- Ability to take initiative.
- Must be able to work independently and answer to multiple constituencies.
- Solid research skills and creativity needed in supporting programs through publicity and to maintain promotional calendar.
- Strong capabilities in Microsoft programs are necessary. Some design skill would be useful.
- Township and local knowledge and/or experience preferred.
- Bachelor's degree and prior experience in communications or related field.

Time Commitment: This engagement is part time. The time commitment varies from 10-20 hours/week but typically averages 10 hours and reflects the cycle of Township events requiring promotion such as grant cycles, Annual Town meeting, etc. The time commitment described is an approximation and is provided only to help respondents estimate the amount of time the assignment may require.

Office Space: Office space is provided at the Township for the Communications Director. That space may be shared by other staffers and Township partners as needed.

Salary: Commensurate with experience.

Submission requirements: Please submit your resume with a cover letter. Hard copy responses will be received until 5:00 p.m. November 20, 2015 at the Township office, 739 Elm Street, Winnetka, Illinois 60093. Online submission may be sent to both Township Supervisor Paddie Brennen at pbrennen@newtriertownship.com **and** Administrative Assistant Lorrecia Pearson at lpearson@newtriertownship.com. Online submission must be received by 5:00 p.m. on November 20, 2015.

New Trier Township is an equal opportunity employer.