



**LEE COUNTY TAX COLLECTOR**  
invites applications for the position of:

## **Digital Communications Specialist**

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<b>SALARY:</b>	\$44,044.00 - \$54,924.00 Annually
<b>DEPARTMENT:</b>	Communications
<b>OPENING DATE:</b>	04/25/22
<b>CLOSING DATE:</b>	05/09/22 11:59 PM
<b>DESCRIPTION:</b>	

**The Lee County Tax Collector strives to be an employer of choice where employees turn jobs into long term careers.**

*In search of a creative, motivated, and detail-oriented thinker with big ideas who can design, develop, implement, and maintain all digital media platforms for the Lee County Tax Collector. Must be fluent in best practices for growing social media platforms and creating websites that are easy to understand, navigate and use. You would be part of an innovative and influential communications team that is being built from the ground up to support the purpose and values of the Lee County Tax Collector. The position comes with competitive pay, generous benefits, and employer contributions to multiple retirement plans.*

### **MAIN RESPONSIBILITIES:**

#### **IN THIS POSITION YOU WOULD:**

- Design, develop, implement, maintain, and assess digital media platforms to increase public engagement, awareness, and support of agency initiatives.
- Oversee all editorial content and visual design aspects of the Tax Collector website, collaborating with Information Technology on functionality, performance and Americans with Disabilities Act (ADA) compliance.
- Develop, write copy, and proofread new and existing digital content; ensure subject matter is current and easily accessible.
- Manage and direct all social media efforts and promotions identifying different messaging styles and opportunities for each platform.
- Write web copy, articles, brochures, newsletters, social media posts, and other materials.
- Video, photograph, and edit visual content for agency platforms.
- Supervise and respond to user messages to build relationships and ensure a positive customer experience.
- Collaborate with departments to stay proactive of key developments and issues to ensure timely, effective messaging.
- Analyze customer research, engagement, SEO data, current market conditions, trends, and competitor information; present regular web/social analytic updates to the Communications Department and Executive Team.
- Create and implement actionable plans to grow audience on all digital platforms.
- Mobilize a network of employees who generate material that enhances the value and consistency of digital platform; develop and conduct social media training.

- Assist with development and management of social media policies; monitor digital platforms for adherence to content, format, and technical standards.
- Make recommendations on the purchase of hardware and software to meet digital performance goals.
- Assist in the development of print collateral.
- Assist in the day-to-day operations and activities of the department.
- Perform all other duties and/or additional work as assigned.

## **QUALIFICATIONS:**

### **MINIMUM QUALIFICATIONS:**

- Associate's degree with an emphasis in public relations, online communications, computer science, or other related discipline and/or certifications.
- Three (3) years of experience in design, implementation, and maintenance of web and social media sites.

### **PREFERRED QUALIFICATIONS:**

- Bachelor's degree in communications, marketing, public relations, or related field and/or industry certification

## **SUPPLEMENTAL INFORMATION:**

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Skill in creative writing and ability to communicate clearly and concisely, both orally and in writing.
- Ability to communicate design ideas using user flows, process flows and site maps to achieve desired objectives and branding.
- Knowledge of principles, practices and techniques of marketing, public information, public relations, and media relations.
- Ability to utilize customer analytics and metrics in decision making.
- Knowledge of laws, rules, regulations, and policies as they pertain to Lee County Tax Collector operations.
- Knowledge of and experience with industry-standard equipment, materials, practices, computers, and applications
- Proficiency in graphic design software including Adobe Photoshop, Adobe Illustrator, and other visual design tools.
- Knowledge of Social Media analytics, SEO and web traffic metrics, techniques, and best practices.
- Proficiency in web programming languages such as HTML, CSS, and JavaScript.
- Knowledge of content management systems and cross-browser compatibility issues.
- Ability to respond to customer needs and requests professionally and effectively.
- Ability to work independently and manage multiple projects concurrently.
- Ability to establish and maintain effective and cooperative working relationships.
- Ability to attend events outside of regular work hours.

**The salary may vary depending on qualifications and experience. New Employees are hired at, or near the entry point shown, depending on qualifications and relevant experience.**

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[careers@leetc.com](mailto:careers@leetc.com)

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### **Digital Communications Specialist Supplemental Questionnaire**

- \* 1. Do you have an Associate's degree in public relations, online communications, computer science, or other related discipline and/or certifications?  
 Yes    No
  
- \* 2. Do you have three years of experience in design, implementation, and maintenance of web and social media site?  
 Yes    No
  
- 3. If you answered "yes" to the question above, please list your relevant experience:
  
- \* 4. Do you have proficiency in graphic design software including Adobe Photoshop, Adobe Illustrator, and other visual design tools?  
 Yes    No
  
- \* 5. Do you have experience working with Social Media analytics, SEO and web traffic metrics, techniques, and best practices?  
 Yes    No
  
- 6. If you answered "yes" to the question above, please describe relevant experience and sites used:
  
- \* 7. Do you have proficiency in web programming languages such as HTML, CSS and JavaScript?  
 Yes    No
  
- \* Required Question