



**January 17, 2025**

**PLEASE POST**

**DIGITAL COMMUNICATIONS SPECIALIST PARAPROFESSIONAL  
Springfield, Illinois**

**DEADLINE FOR INTERNAL APPLICATIONS:** February 3, 2025

**EFFECTIVE DATE:** To Be Determined

**HOW TO APPLY:** Candidates should submit resume and application materials by using the following links: [Internal Candidates Apply Here](#) and [External Candidates Apply Here](#)

**INTERVIEWS:** Selected candidates will be interviewed at a location determined by the IEA-NEA.

**STAFF AUTHORITY AND RELATIONSHIPS:** Directly responsible to the Director of Communications and Executive Director.

**POSITION DESCRIPTION:** Provides support for social media and other ad campaigns and managing email initiatives; performs varied communication duties to support the department and IEA members.

**RESPONSIBILITIES:**

1. Assists in the development, implementation and management of social media advertising campaigns across various platforms.
2. Responsible for initial technical setup and implementation in-tool across ad platforms, monitors ad setup and coordinates audience data uploads into ads tools.
3. Troubleshoots problems with vendors or tools, looping in other team members, as needed.
4. Monitors and analyzes ad performance metrics, providing insights and recommendations for continuous improvement.
5. Assists in managing ad budgets, ensuring cost-effective strategies and accurate tracking of expenditures.
6. Assists in the design, execution and optimization of email marketing campaigns using Salesforce Marketing Cloud, or other like tools, to drive member engagement, including the possibility of using HTML coding.
7. Segments email lists and create personalized content based on user behavior and preferences, analyze email performance and ensure compliance with email marketing regulations and best practices.
8. Develops and maintains member distribution lists for email using Salesforce Exact Target and other like tools.
9. Troubleshoot email issues.
10. Works, plans and collaborates as part of an inter-departmental team to build organizational capacity.
11. Participates in weekly communication check-in calls and other communication meetings, trainings, etc.
12. Assists with members, staff and other Communications co-workers, as needed, to implement communication tools that accomplish a local's or department's goals.
13. Shares and transfers information using web-based technologies.

**VACANCY NOTICE**  
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**Springfield, Illinois**  
**(Continued)**

**RESPONSIBILITIES: (Continued)**

14. Incorporates emerging technology and best practices into the work of the department/Association.
15. Works with the team to develop a calendar to organize work flow and departmental projects and priorities.
16. Provides information and/or materials as requested pursuant to departmental procedures and established policy; refers questions to appropriate personnel.
17. Demonstrates a high degree of interpersonal and communication skills. Interacts appropriately with staff, members and the general public.
18. Demonstrates a commitment to diversity, equity and inclusion and creating a culture of belonging and teamwork.
19. Works independently to accomplish duties listed in the job description.
20. Performs other appropriate duties as directed by assigned management staff.

**QUALIFICATIONS:**

- Minimum high school diploma, Business College or college desirable;
- Experience with editing, layouts and design desirable;
- Ability to incorporate new and emerging web-based technology, such as Salesforce/Exact Target;
- Experience with the initial technical set up and implementation in-tool across ad platforms;
- Understands audience data uploads across ad platforms;
- Experience monitoring live channels, audiences, creative and tactics;
- Experience with Adobe In-Design, Adobe Photoshop and other Adobe products desirable;
- Several years experience working with the management of digital communications and electronic research, preferably within a non-profit or union environment;
- Knowledge of HTML coding and content management systems as well as the ability to manage application program interfaces (API);
- Knowledge of basic office machines;
- Ability to work independently;
- Knowledge and ability to perform the basic office functions;
- Computer competence, including but not limited to Microsoft Office Suite and Mac platform;
- Excellent written and oral communication skills;
- A high degree of interpersonal skills and the capacity to interact effectively on an interpersonal basis with members, IEA-NEA leadership and staff is essential;
- Valid driver's license.

**SALARY AND BENEFITS:**

Internal candidates: In conformance with the IEA-NEA/IEASO Associate Staff Contract.

External candidates: Salary range - \$20.01 per hour to \$30.28 per hour; a benefits summary can be found at <https://ieane.org/about/employment/> under Salary & Benefit Summaries, Associate Staff - Grade 3.

**IEA IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER AND ENCOURAGES WOMEN,  
MINORITIES, AND PERSONS WITH DISABILITIES TO APPLY.**