



DEPUTY ASSESSOR – CHIEF COMMUNICATIONS OFFICER

Department:	Communications & Outreach	Job Code:	7723
Grade:	24	Shakman Status:	Exempt
Hiring Process:	Exempt	FLSA Status:	Exempt

Job Summary

Reporting directly to the Chief Deputy Assessor, the Deputy Assessor – Chief Communications Officer (CCO) supervises, directs, plans and is responsible for the Communications Department. The CCO’s duties include providing direct oversight of the Department staff’s work performance, addressing and resolving staff concerns and questions, issuing performance evaluations and initiating disciplinary action, and ensuring the Communications Department provides excellent customer service. The CCO serves as the communications leader for the Cook County Assessor’s Office (CCAO) overseeing all internal and external messaging, media relations, social and digital media, brand management, marketing and outreach. The CCO leads the creation, execution, and continuous refinement of the CCAO’s communications strategy and promotes transparency and accountability in the work of the Office. The CCO organizes and manages a team of communication and outreach professionals to implement the strategy with excellence. The CCO also recommends, develops, and implements media policy for the Assessor’s Office and often serves as the spokesperson for CCAO.

Essential Job Duties

- Publicizes the work of the Office and articulating CCAO goals and objectives via digital communication tools, printed materials, media relations, community engagement, marketing, and brand management.
- Serves as official spokesperson and media contact for all print and broadcast media inquiries in absence of a designated press liaison.
- Prepares press releases, speeches, marketing materials and articles for the Assessor and other senior leadership, and reviews all forms and documents created at CCAO for use by property owners.
- Oversees the drafting of CCAO’s website content by Directors of Communication.
- Assists the Assessor, the Chief Deputy Assessor and other Deputies with communications support for the Office’s legislative initiatives.
- May serve as information liaison (with Director of Outreach) between CCAO and elected officials, community organizations, and business groups regarding CCAO’s practices, policies and programs.
- Oversees a social media strategy (with a Director of Communications) with the aim of listening closely to public commentary on the work of the Office and leveraging social

media as a frontline communication channel; uses social media channels to communicate information about CCAO in innovative and non-traditional ways.

- Ensures results of communications tactics are consistent with CCAO's mission, goals, and objectives through applicable metrics
- Advises the Assessor and other senior leadership on overarching communication strategy and positioning.
- Oversees CCAO's internal communications vehicles (newsletters, intranet, etc.) that help keep staff informed of the "why" and "how" of the Assessor's initiatives.
- Fields inquiries from organizations interested in working with CCAO, cultivating potential partners, and overseeing the development of new relationships (with the Director of Outreach).
- Consults with the Chief Deputy Assessor, Chief Legal Counsel, and other Deputies within the CCAO as required.
- Conducts performance evaluations of Communications Department employees.
- Administers office policy and procedures and ensures that staff are adequately trained to perform their essential job duties.

The duties listed are not set forth for purposes of limiting the assignment of work. They are not to be construed as a complete list of the many duties normally to be performed under a job title or those to be performed temporarily outside an employee's normal line of work.

Minimum Qualifications

- Graduation from an accredited college or university with a bachelor's degree in journalism, communications, marketing, public administration or related field.
- Seven (7) years of work experience in public relations, communications, media, journalism, government relations, or a related field.
- Three (3) years of work experience managing or supervising employees.

Knowledge, Skills, and Abilities

- Knowledge of media operations and public relations functions; familiarity with assessment methodologies, appraisal theory and residential, commercial and industrial real estate markets in Cook County preferred.
- Knowledge of the full range of media platforms, with demonstrated success generating both online and traditional media awareness among key influencers and audiences.
- Extensive knowledge of, and relationships with, local and national media outlets. Knowledge of the legislative process at all levels of government.
- Knowledge of CCAO operations, procedures, policies, practices, and guidelines, or the ability to obtain such knowledge.
- Working knowledge of CCAO's Employment Plan, Employee Handbook, and any applicable collective bargaining agreement(s).
- Skilled in organization, communication (both verbal and written), presentation, writing, editing, and public speaking.
- Experience developing and managing successful communications campaigns from strategy phase to implementation.

- Creative and effective communication skills, with strong public speaking and exceptional writing skills and the ability to communicate effectively across numerous media and platforms.
- Strong political acumen with the ability to quickly assess the landscape and translate findings into a strategic and effective communications plan.
- Proven track record of responding effectively and strategically to high-profile media inquiries.
- Proficiency with the Microsoft Office suite (Word, Excel, Teams and PowerPoint).
- Ability to manage multiple priorities and projects and use computer and application software.
- Team-orientated, with strong interpersonal skills and the ability to work both collaboratively and independently.
- Entrepreneurial and collaborative mindset with a track record of execution in a time of growth and change.
- Excellent interpersonal skills in dealing with the public and co-workers.
- Ability to interact directly with the general public and taxpayers, providing guidance and information regarding CCAO assessment and valuation practices.
- Project management skills and the ability to manage multiple projects and meet deadlines with results-oriented focus.

Physical Requirements

- Visual acuity to review and edit written communications for long periods of time.
- Walking between offices and meetings may be required.
- Repetitive use of hands to handle and operate standard office equipment.
- Regular use of a telephone to communicate.

**COOK COUNTY ASSESSOR'S OFFICE IS AN EQUAL OPPORTUNITY
EMPLOYER**

Last modified: December 29, 2022