To: DEPUTY SECRETARIES, DIRECTORS AND BUREAU CHIEFS  
From: Dianna L. Taylor  
Bureau Chief of Personnel Management  
Subject: Technical Vacancy  
Date: March 14, 2017

Attached are the Position Summary Sheet and Position Description for the vacant technical position listed below. Please post this vacancy announcement March 15, 2017 in the designated areas.

The deadline for applicants to submit their names for consideration is 4:30 p.m. on Tuesday, March 28, 2017. Applicants will not be accepted after that time and date.

NOTE: Please be advised that if a high volume of applications are received, the applications may be screened to establish a smaller pool of applicants for interview. The screening will be based on the information contained in the application.

All applicants will receive a position description for the position they are applying for. If you have any questions, please contact the Bureau of Personnel Management at 217/782-5594.

TM II (2 pos)  
Communications Web Content Assistant  
Bureau of Communication Services  
Office of Communications  
Springfield

Attachments  
41401
Technical Applications (PM 1080 rev 9/19/16) must be received by the Bureau of Personnel Management, Room 113, 2300 South Dirksen Parkway, Springfield, IL 62764 (Fax# 217/557-3134) or emailed to DOT.CO.BPM.EmploymentApplications@Illinois.gov by Tuesday, March 28, 2017, 4:30 p.m. Please include address, daytime phone and position for which applying if not already listed on application. Applicants will be notified in writing to schedule interviews. 

NOTE: Please be advised that if a high volume of applications are received, the applications may be screened to establish a smaller pool of applicants for interview. The screening will be based on the information contained in the application.

### Position Summary Sheet

<table>
<thead>
<tr>
<th>Classification:</th>
<th>Technical Manager II (2 positions)</th>
<th>Salary:</th>
<th>$4,105 - $5,710*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position Title:</td>
<td>Communications Web Content Assistant</td>
<td>Union Position:</td>
<td>☑ Yes ☐ No</td>
</tr>
<tr>
<td>Position Number:</td>
<td>PW412-23-35-100-00-01</td>
<td>IPR#:</td>
<td>41401</td>
</tr>
</tbody>
</table>

**Office/Central Bureau/District/Work Address:**
Office of Communications/Bureau of Communications Services/2300 S. Dirksen Parkway, Springfield, IL

**Description Of Duties:**
This position is accountable for assisting in the development of content and visuals for public consumption on the Department's internal and external websites and social media channels.

**Special Qualifications:**

**Required:**
- Valid driver’s license

**Desired:**
- Four years of college, preferably with courses in writing, editing, marketing, web design or communications
- Two years’ experience in communications, research, website editing, social media accounts, Adobe Creative Suite, developing charts, tables and infographics, or equivalent combination of experience and training
- Experience working with web content management systems
- Excellent oral and written communication skills
- Ability to synthesize complex transportation and engineering information into publically accessible resources
- Ability to maintain harmonious relationships with employees, agency officials, and the general public

**Shift/Remarks:**
8:00 am – 4:30 pm / Monday-Friday

*Individual salary offers are computed based on an applicant’s current position and experience level in comparison to the posted title as well as internal equity of staff in the organizational unit.*
ILLINOIS DEPARTMENT OF TRANSPORTATION
POSITION DESCRIPTION

DATE: August 2, 2016

POSITION: Communications Web Content Assistant

APPROVED BY: Guy Tridgell

OFFICE: Communications/Bureau of Communication Services

CODE: PW412-23-35-100-00-01

REPORTS TO: Bureau Chief

**Position Purpose**

This position is accountable for assisting in the development of content and visuals for public consumption on the Department’s internal and external websites and social media channels.

**Dimensions**

Websites: 5 +/- annually

**Nature and Scope**

This position reports to the Bureau Chief of Communications Services.

This position’s primary responsibility is to develop accurate and compelling written content and infographics for the Department's internal and external websites and social media. This includes developing new content, condensing existing content, and organizing content logically to meet online requirements. The incumbent must be adept at research, writing and editing; knowledgeable on transportation issues; aware of best practices in communications; and able to develop visually compelling content using multimedia tools for a variety of audiences, including the public.

A challenge of this position will be the ability to synthesize complex transportation and engineering information into compelling, publicly accessible resources. Typical problems facing this position include the accuracy and readability of deliverables, clear visualization of charts and data and meeting project deadlines.

The incumbent assists other Offices in developing written, graphic and digital materials on key projects and activities, as assigned. S/He will be in contact with the various departmental Offices to ensure that content developed for the public is factually accurate and is based on careful and complete analysis. The incumbent writes, edits and repackages existing written content and data for the Department's websites and social media channels. S/He creates written content and infographics for website, email subscription services and social media accounts. This position assists with report layout, content development and graphics and in developing content for a variety of audiences on targeted campaigns.

The incumbent accomplishes tasks with direction and guidance from the Bureau Chief and the Office for which content is being developed. Matters of a unique nature are taken to the supervisor with recommendations for resolution. The incumbent is constrained by the established policies and procedures of the Department.

Internal contacts are with all Offices of the department including the Bureau of Information Processing. External contacts are with the Department of Central Management Services and other stakeholders.
The effectiveness of the position can be measured by the quality of the written and visual content, ability to meet deadlines and the accuracy of content.

**Principal Accountabilities**

1. Writes, edits and repackages existing written content and data for the Department's websites and social media channels.
2. Distills and creates written content and infographics for website, email subscription services and social media accounts.
3. Assists with report layout, content development and graphics.
4. Assists in developing content for a variety of audiences on targeted campaigns.
5. Maintains harmonious relationships with employees, agency officials and the general public.
6. Performs other duties as required.
7. Performs other duties as assigned. Performs duties in compliance with departmental safety rules. Performs all duties in a manner conducive to the fair and equitable treatment of all employees.