



Multimedia Communications Coordinator

City of Lake Forest

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Closing Date:

Salary: \$59,267 - \$81,263

Description:

The City of Lake Forest is seeking a Multimedia Communications Coordinator to help create engaging, high-quality content that enhances community engagement and promotes City initiatives. As part of a collaborative, high-performing Communications & Community Engagement team, you'll develop compelling stories through visuals, video, written content, and digital media.

This role is ideal for someone who loves variety, thrives in a creative environment, and wants to grow their skills across a wide range of topics — from Parks and Recreation to Public Safety, Public Works, community events, and more. You'll take ideas from concept through production, contributing content that directly informs and inspires our community.

You'll develop graphics, video, photography, and digital/print materials to support marketing campaigns, social media, the City website, newsletters, and community engagement initiatives.

The first part of the paper discusses the importance of understanding the cultural context of the research. It highlights the need for researchers to be sensitive to the values and beliefs of the communities they are studying. This is particularly important in the field of education, where cultural differences can significantly impact learning outcomes. The paper then moves on to discuss the challenges of conducting research in diverse cultural settings. It notes that researchers often face difficulties in establishing rapport with participants and in interpreting their responses. To address these challenges, the paper suggests several strategies, including the use of local researchers and the development of culturally appropriate research instruments. The final part of the paper discusses the importance of ethical considerations in cross-cultural research. It emphasizes the need for researchers to obtain informed consent from participants and to ensure that the research is conducted in a way that respects the dignity and rights of all individuals involved.

Click [here](#) to learn more about Lake Forest's Strategic Plan and to get a sense of the City's design aesthetic!

INNOVATION

Be part of an organization that encourages new ideas, experimentation, and creative problem-solving. You'll have the freedom to innovate and set trends — not just follow them.

BE REMARKABLE

We foster a culture where employees feel valued, engaged, and empowered to contribute their unique skills and perspectives. When you grow, we grow.

TRAINING & DEVELOPMENT

We provide extensive opportunities for personal and professional development, building both employee skillsets and organizational capability to fuel exceptional performance now and in the future.

COMMUNITY OVER CORPORATE

Your work will have direct, meaningful impact — helping residents navigate City services, celebrating community spirit, and supporting programs that make Lake Forest special.

Bring your creativity and ideas to our team by:

- Creating engaging digital content, including website updates, graphics, videos, and photography.
- Designing and producing eye-catching flyers, posters, digital graphics, and other marketing materials that promote City events and recreation programs.
- Planning, scripting, filming, and editing videos for social media, the City website, and promotional campaigns.
- Designing print newsletters and program guides, along with complementary digital assets.
- Adapting and resizing artwork for multiple platforms, including social media, website banners, email newsletters, and print materials.
- Capturing authentic content throughout the community by collaborating with staff, residents, partners, and departments at events, facilities, and other locations.
Collaborating with the Communications Team to brainstorm creative concepts and deliver projects that meet strategic goals.
- Owning projects from concept through completion, building a strong, well-rounded portfolio along the way.
- Creating, designing, and publishing visual and video content for City social media platforms, including Facebook, Instagram, LinkedIn, and YouTube.

Check out the sites and social media pages you'd create content for!

- City Website
- Facebook
- Instagram

- Lake Forest Love

Successful Candidates:

- Are curious, creative, and excited to “think outside the box.”
- Value continuous learning and are eager to deepen their multimedia skillset.
- Are motivated by meaningful work that serves the community.

Qualifications & Experience:

- Bachelor's degree in communications, marketing, public relations, digital media, graphic design, web design/development, or a related field — or an equivalent combination of education and experience.
- Proficiency with Canva and Adobe Creative Cloud, including InDesign, Photoshop, Illustrator, Lightroom, and Premiere Pro; iMovie experience a plus.
- 1-3 years of experience in professional marketing, social media, communications, and/or creative environment (in-house or agency).
- Occasional evening and weekends work may be required.

Why Join the City of Lake Forest?

- Be part of a forward-thinking organization that is committed to a strong tradition of thoughtful planning and community involvement.
- Work in a collaborative environment that values professionalism, integrity, excellence, and exceptional customer service.
- Play a key role in ensuring that The City of Lake Forest continues to be a remarkable place to live, work, shop, dine, study, and enjoy life.

Compensation & Benefits

Salary: \$59,267-\$81,263 DOQ

Insurance: Medical (PPO/HMO), dental, vision

Leave: 13 paid holidays, front-loaded vacation and sick time, parental leave

Retirement: IMRF pension + 457(b)/Roth options

Additional Benefits: Tuition reimbursement, EAP, legal/life protection, PSLF eligibility

The City of Lake Forest is an Equal Opportunity Employer.

We welcome applicants of all backgrounds and experiences.

