

**Position:**

Marketing and Communications Assistant

**Vision and Mission:**

Chicago Loop Alliance (CLA) creates, promotes, and manages an urban experience that attracts people and investment to the Loop. CLA secures this vision through planning & advocacy, enhanced services, activation of public spaces, and economic development.

**Reports to:**

PR & Communications Manager and Marketing Director

**Job Summary:**

Chicago Loop Alliance is looking for digital-savvy Marketing and Communications Assistant to promote compelling urban experience(s) for those who visit and work in the Loop. This individual will be responsible for coordinating and executing marketing campaigns to promote CLA initiatives, programs, and events.

**Responsibilities:**

1. Create and execute the annual social media plan and maintain a monthly reporting process of data analytics for web site and social media under direction of Marketing Director.
2. Coordinate, write and execute all social media account activity and communications with guidance from the Marketing Director.
3. Maintain and update website (LoopChicago.com) using best SEO practices.
4. With direction from the Marketing Director, create and maintain schedules for marketing projects and campaigns.
5. Assist and coordinate execution of Chicago Loop Alliance's two seasonal destination marketing campaigns and all other program or event marketing campaigns throughout the year.
6. Assist the PR & Communications Manager in developing content for Chicago Loop Alliance's blog and engage membership in content creation by creating a monthly editorial calendar in which members can share their applicable promotions.
7. Create marketing materials (print, digital and video) as needed.
8. Promote CLA as a thought leader within the marketplace and among members of the general public. Ensure the articulation of CLA's desired image and position, both internally and externally.
9. Grow and nurture relationships with a membership base of 300 member businesses and integrate partnerships into marketing campaigns.

10. Organize and maintain photography and video file management
11. Create and maintain Google Adwords account.
12. Under the direction of PR & Communications Manager, organize and maintain public relations database (Cision) and email communications platform (Constant Contact)
13. Writing assignments as needed.
14. Assist PR & Communications Manager.
15. Assist Marketing Director.

**Qualifications:**

1. 1-3 years of experience in marketing or communications with demonstrated success, preferably in the not-for-profit or agency sector
2. Strong oral and written communication skills
3. Proficient with all Microsoft applications
4. Proficiency across all social media platforms (Facebook, Instagram, Twitter, and LinkedIn) and management tools (Sprout, Hootsuite)
5. Experience with web site management
6. Analytical/reporting skills using both social monitoring tools and Google Analytics
7. Strong creative, strategic, organizational and personal sales skills
8. Ability to manage multiple projects and communications at a time
9. Ability to cultivate strong relationships with membership
10. Strong attention to detail required
11. Basic graphic design skills preferred (InDesign, Photoshop, Illustrator)
12. Video editing skills preferred
13. Experience with Cision and Constant Contact are a plus, but not required.
14. Bachelor degree in Marketing, Communications or a related field.

**Salary:** \$32,000 - 35,000 (commensurate with experience)

**Benefits:** Medical, dental, vision, life, vacation, employer contributed 401(K)

**Close Date:** October 30, 2019

**Contact:**

Please send your cover letter, resume and one writing sample with the subject line "MARKETING AND COMMUNICATIONS ASSISTANT" to [resumes@chicagoloopalliance.com](mailto:resumes@chicagoloopalliance.com)