



Position:

Marketing Director

Vision and Mission:

The Chicago Loop is a global center and world class destination for business, creativity and intellectual pursuits. Chicago Loop Alliance (CLA) creates, promotes, and manages an urban experience that attracts people and investment. CLA secures this vision through planning & advocacy, enhanced services, research, activation of public spaces, and economic development.

Reports to:

President and CEO

Job Summary:

Chicago Loop Alliance is looking for a Marketing Director with the expertise to promote compelling urban experience(s) for those who visit and work in the Loop. This individual will be responsible for developing and implementing an annual marketing and communications plan and oversee the corporate image and promotion of all CLA initiatives, programs, and events.

The Marketing Director will implement a destination marketing strategy to develop a compelling visitor experience narrative, building seasonal campaigns that cater to the tourist, regional visitor, and local (worker/resident/student) markets. The Marketing Director is responsible for further developing this strategy to position the Loop as a visitor destination.

Responsibilities:

Communications and Marketing

1. Facilitate external communications by overseeing marketing collateral, digital media, advertising, traditional media and events.
2. Direct the design, production and distribution of all marketing collateral.
3. Oversee the organization's website, mobile and digital media platforms, reports, brochures, and related collateral pieces.
4. Implement methods to benchmark and measure the impact of CLA's marketing efforts.
5. Act as CLA's representative to the media and ensure regular contact with media and provide appropriate response to media requests.

Management

1. Work with the President & CEO to establish the annual marketing strategy and develop specific marketing and communications objectives.
2. Ensure strategy objectives are met and direct resources as necessary.
3. Develop budgets for all marketing and communications initiatives and events.
4. Secure media sponsorships for programs and projects establishing effective partnerships with key stakeholders.

Corporate Strategy

1. Work with staff and the Board of Directors to develop and maintain the strategic direction regarding CLA programs and services and keep CLA on message.
2. Manage CLA's brand and identity in print and electronic materials.
3. Promote CLA as a thought leader within the marketplace and among members of the general public.
4. Ensure the articulation of CLA's desired image and position, both internally and externally.
5. Help assure that CLA's vision and mission practiced throughout the organization.
6. Develop and coordinate means to seek regular input from CLA's key constituencies regarding the quality of programs and services.

Leadership

1. Responsible for the management and development of the Marketing Manager and PR & Communications Manager.
2. Maintain a climate that attracts, retains and motivates top quality personnel.
3. Recruit, train, appraise, supervise, support, develop, promote and guide qualified personnel.
4. Lead monthly Marketing Steering Committee meetings and quarterly Marketing Lab events.
5. Manage and support program teams to promote the range of CLA initiatives.

Qualifications:

1. Demonstrated skills, knowledge and experience in the design and execution of marketing, communications of programs, products, and events.
2. Strong creative, strategic, organizational, and personal sales skills.
3. Experience developing and managing budgets.
4. Experience managing a minimum of 2 personnel and multiple agencies simultaneously.
5. Ability to oversee the design and production of multiple marketing pieces simultaneously.
6. Experience with digital analytics to monitor and communicate marketing impact.
7. Strong written, presentation, oral communication and interpersonal skills.
8. Ability to manage multiple projects at a time.
9. Minimum of 3-5 years of experience in marketing, communications with demonstrated success managing a team, preferably in the not-for-profit sector.
10. Bachelor's degree in marketing, communications, or a related field. Graduate degree in a related field is desirable.
11. Proficiency in tools like Google Analytics, Facebook Business Manager, Microsoft Office, Constant Contact, and Adobe Photoshop, Illustrator, and InDesign.

Salary: \$60,000 - \$65,000

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

Close Date: Friday, May 3, 2019

1st Round Interviews: May 8, 9,10

2nd Round Interviews: May 23, 24

Anticipated Start Date: June 17 (or earlier)

Contact: Michael M. Edwards

Please send your cover letter, resume, and one writing sample to: Michael Edwards, President & CEO, Chicago Loop Alliance, resumes@chicagoloopalliance.com