



Director, Content Strategy

Who We Are

Choose Chicago® is the official destination marketing organization for Chicago, Illinois. Our mission is to bring regional, national, and international business and leisure visitors to Chicago for the economic benefit of the city, the community, and our membership — while being an advocate for the tourism industry and our partners. Choose Chicago comprises ten (10) departments that work together to achieve these goals.

Choose Chicago® has a need to tell more inclusive, creative, and empathetic stories that will share the diversity of Chicago and its seventy-seven (77) neighborhoods. As a Director, Content Strategy, your role will be to help us define what stories to tell, to whom, why and where it matters. You will lead the content efforts for the organization, taking a holistic view of all of our content and channels, managing, optimizing and promoting it to help us tell our story to our various audiences B2C and B2B (Leisure visitors, Meeting Professionals, Travel Trade Professionals, Partners).

If this sounds exciting to you, this might be a good fit.

What You Will Do

- Develop content strategy and framework (including implementation and ongoing development of social media marketing, best practices and policy) to align against key strategic priorities, audiences and key performance metrics.
- Work cross-functionally with Marketing, Media Relations, Sales, Partnership, and other team members to deliver vital content stories/storytelling for our audiences that also drive membership value.
- Collaborate closely with VP of Marketing, Director of Marketing and Director of Cultural Tourism on the Marketing team.
- Evolve content style guides and standards for the creation, curating, and governance of original, licensed, and user-generated content.
- Ensure that content meets standards of quality, measured in terms of usability, intuitiveness, persuasion, and consistency.
- Manage, inspire and motivate content team and agency partners to produce dynamic and creative marketing content.
- Identify opportunities for affiliate marketing strategy and monetization opportunities for organization.
- Develop strong working knowledge of the organization's business to provide insights regarding industry trends and challenges.

- Managerial responsibility in hiring, training, planning, directing work, appraising performance and resolving employee relation matters working with Human Resources.
- Tackle a wide variety of interesting challenges.

Who You Are:

- A natural strategist, communicator, leader, builder, curator, while also being a process-oriented systems thinker with a solid grounding in content organization.
- Experience and appreciation for project management (Workfront experience a plus).
- Possess a strong team orientation based on the collaborative culture of Choose Chicago and the tourism and hospitality industry.
- Experience in building strategies from the ground up, possessing an entrepreneurial spirit.
- Demonstrated experience managing/supervising a team

What You Bring

- Bachelor degree and minimum seven (7) years professional experience in a content strategy role, ideally with experience in travel, tourism & hospitality space.
- Experience creating strategies for B2C and B2B audiences
- Passion for experimentation and exceptional time management skills to handle multiple projects simultaneously.
- Expertise in developing content solutions.
- Keen eye for visual storytelling - including short and long form video, AR, VR, etc.
- Skilled in promoting key content initiatives and leading strategic initiatives
- Knowledge of mobile content strategy principles.

Work Environment and Physical Conditions

- Ability to travel by air or ground transportation as required.
- Ability to travel extensively on international flights (up to 18 hours per flight) and availability to work flexible hours, evenings, and weekends as necessary.
- Ability to perform computer work for extended periods of time
- Ability to sit or stand for extended periods of time without being able to leave the work area.
- Strong working knowledge of office software systems, MS Office products including Word, Excel, and PowerPoint.

TO APPLY:

This position offers a competitive salary and benefits package. Qualified candidates should submit resume and include salary requirements to:

resumes@choosechicago.com

Choose Chicago

Human Resources Department
301 E. Cermak Road
Chicago, Illinois 60616
EMAIL: resumes@choosechicago.com

No Phone Calls

Choose Chicago is an Equal Opportunity Employer