



**Position Title:** Marketing Manager  
**Department:** Marketing  
**FLSA Status:** Exempt  
**Reports To:** Director of Marketing

Choose Chicago is the official sales and marketing organization responsible for promoting Chicago as a global visitor destination to business and leisure travelers.

### **POSITION SUMMARY**

The Marketing Manager is an integral part of the Choose Chicago Marketing Department. This broad-based marketing role combines strategy, planning, and project management to develop marketing plans and activities for key Choose Chicago audiences, including leisure travelers, industry partners, and group travel planners/ tour operators. The individual serves as the team liaison to many departments within the organization requiring a collaborative spirit and strong relationship-building skills

### **SUPERVISOR RESPONSIBILITY**

n/a

### **RESPONSIBILITIES**

- Serves as primary liaison between Marketing and Choose Chicago departments that may include Partnerships, Strategic Partnerships, Media Relations, Global Development, Advocacy, and more
- Provides strategic marketing consultation to internal departments with a focus on their goals, audiences, and the user experience; collaborates with departments on marketing best practices, execution, and measurement across a wide variety of marketing strategies and tactics, including email marketing, website, and events
- Implements practices and tools, such as marketing briefs, to help identify insights and create successful marketing strategies for internal departments
- Manages the annual marketing calendar for each department/audience
- Serves as the marketing manager on signature Choose Chicago programs which may include Chicago Restaurant Week, First Bites Bash, and the Student Partnership Program
- Manage marketing deliverables for strategic partnership agreements with high-profile city events as needed
- Support a wide variety of marketing team functions from email marketing to content planning to project management
- Perform other duties and special projects as assigned

### **MINIMUM QUALIFICATIONS**

- Bachelor's degree in Marketing preferred or equivalent professional experience
- Six (6) years or more of marketing/communications experience showing progressive growth and training equal to the skill level needed to perform this position

- 2+ years of project/account management experience (Workfront project management software experience a plus)
- Strong business writing skills and creative writing skills
- Demonstrated command of marketing strategies and tactics, especially within the digital space
- Familiarity with email marketing, email marketing best practices, and email marketing tools preferred
- Knowledge of hospitality and/or convention and tourism industry a plus
- Knowledge of MS Office Products, especially Power Point
- Ability to represent Choose Chicago in a professional manner while interfacing with internal and external clients
- Interest and passion for the city of Chicago

#### **KNOWLEDGE, SKILLS, AND ABILITIES**

- Outstanding verbal and interpersonal skills for frequent interaction with internal and external customers and vendors
- Good analytical skills and presentation skills required
- Experience and understanding of a liaison-type role; consensus builder
- Must be able to speak publicly and give presentations to organizations and community groups
- Ability to think creatively, strategically and work within budget
- A strong team orientation is critical based on the collaborative culture of Choose Chicago and the visitor industry
- Energetic, self-starter and resourceful problem solver - keeps projects on timeline
- High attention to detail with the ability to manage and work simultaneously on multiple projects with conflicting demands for multiple clients and to organize and meet tight deadlines in a fast-paced environment
- A high degree of confidentiality, discretion, and sound judgment

#### **PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS**

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing the work
- Ability to grasp objects utilizing the fingers (fine motor manipulation)
- Ability to travel by ground transportation (includes personal and public transportation) as required in performing work
- Ability to travel throughout the city, including prolonged standing and walking as it is very often necessary when touring media and/or delivering items to media or partners
- Ability to work nights and weekends as needed, to include, but not limited to hosting media visits and press tours, attending business exchanges and venue openings/receptions/client appreciation events, etc.
- Must show proof of COVID vaccination

#### **TO APPLY:**

This position offers a competitive salary and benefits package. Qualified candidates should submit resume and include **salary requirements** to [resumes@choosechicago.com](mailto:resumes@choosechicago.com):

#### ***Choose Chicago***

Human Resources Department  
301 E. Cermak Road  
Chicago, Illinois 60616

EMAIL: [resumes@choosechicago.com](mailto:resumes@choosechicago.com)

No Phone Calls

***Choose Chicago is an Equal Opportunity Employer***