



CHOOSE CHICAGO CHIEF MARKETING OFFICER (CHICAGO, IL)



About Chicago

Chicago is a beautiful and diverse city with multiple experiences, from the natural beauty of the lakefront to its worldclass cultural institutions and restaurants and the largest convention center in North America. It has what is arguably the best skyline in the world and is renowned for its architectural splendor. Chicago has something for everyone and is known for its welcoming hospitality.

Festivals and Special Events: Festival season never ends in Chicago. Summer is jam-packed with food fests, outdoor concerts, and Pride celebrations. Winter brings beer festivals, indoor markets, and film fests. And spring and fall have a little bit of everything.

Food and Drink: Dig into a Chicago-style hot dog, an avant-garde tasting menu, and a dim sum spread in Chinatown, Chicago's food options are as diverse as the city itself. You'll find something for everyone, from crave-worthy cheap eats to world-renowned fine dining.

Museums and Culture: Explore ancient Egyptian tombs, underwater worlds, Impressionist masterpieces, the depths of space, and beyond. From major exhibits to neighborhood cultural attractions, there's a whole world to explore at Chicago's renowned museums, galleries, and historic places.

Music and Nightlife: Chicago knows how to keep the party going we're the birthplace of house music and Chicago-style jazz, after all. Come experience the unforgettable energy of our music and nightlife scene, from late-night dance floors to famous comedy clubs to legendary venues and more.



Parks and Outdoors: They don't call us "the city in a garden" for nothing. Our sprawling parks, sandy beaches, hidden gardens, and buzzing riverfront offer an urban oasis in every neighborhood of the city.

Shopping: Get a little retail therapy in Chicago's diverse shopping districts throughout our neighborhoods, with one-of-a-kind boutiques, high-end designers, outlet malls, and one of the most famous shopping streets in the world.

Sports: Cheer from the bleachers on a sunny day, watch two legendary teams dominate at the United Center, and celebrate a touchdown at historic Soldier Field. Our city is home to elite teams, championship titles, and devoted fans that bring energy to every game.

Theatre and Performing Arts: There's nothing like Chicago theatre. Whether you're looking for the latest Broadway hits, intimate storefront shows, or Tony award-winning theatre companies, there's a seat waiting for you in Chicago.

Tours and Attractions: Take a boat cruise through the heart of the city, see your reflection in "The Bean," and step outside one of the world's tallest buildings.

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Few cities in the world can compete with the character and culture of Chicago. You can expect to find unmatched dining, museums, entertainment, and accommodations here in the largest and most visited city in the Midwest.

Mission

Choose Chicago is the official destination marketing organization for Chicago, Illinois, whose mission is to bring regional, national, and international business, group, and leisure visitors to Chicago for the economic benefit of the City, the community, and our industry partners.

Choose Chicago is a private, nonprofit organization that is responsible for marketing the greater Chicago area as a business, meetings/convention, and leisure visitor destination. Choose Chicago is contracted by the City of Chicago and the Metropolitan Pier and Exposition Authority to act as the official sales and marketing agency for McCormick Place and Chicago. It is governed by a 35-member board of directors and employs a staff of more than 55 industry professionals. Funding is received from both private sector and public sources. For the fiscal year 2023, Choose Chicago has a budget of over 27 million.

Choose Chicago uses a sophisticated integrated marketing approach to sell Chicago as a travel destination, which includes direct sales, advertising, tourism, and convention industry trade shows, e-mail blasts, websites, podcasts, e-newsletters, visitor guides and brochures, public relations strategies, and press tours, client familiarization tours, and site inspections.

POSITION SUMMARY

Choose Chicago is the official sales and marketing organization responsible for promoting Chicago as a global visitor destination for all travel segments. The Chief Marketing Officer ("CMO") is responsible for the development and implementation of strategic marketing initiatives to help achieve the goals of Choose Chicago through leadership, collaboration, change management, innovative partnerships, sophisticated brand development/management, and capitalization on technological resources. The CMO leads the day-to-day operations of the marketing and communications teams. Additionally, leads the effort for brand strategy, integrated marketing, media relations,



partnerships, research, advertising, media buying and negotiating, official publications and collateral, web strategy, social media, and event marketing.

This new position focuses on continuing to strengthen Chicago's narrative locally, regionally, nationally, and internationally and collaboratively designing organizational strategies that increase visitation to Chicago through the creation and implementation of an integrated sales & leisure strategy, harnessing the power of visitation for equitable economic impact. Essential qualities for this role include a visionary strategic and growth mindset, an ability to see the big picture, to collaborate, to think critically and creatively, and to inspire employees (including those outside of marketing) and marketing partners to reach their highest potential for our community's greatest economic impact.

Choose Chicago Budget: over \$27m

Total Employees: 55 FTE

Marketing Department Budget: \$8.8m

Marketing Team: 6 currently with 8 additional positions budgeted in 2023

Reports To: President and Chief Executive Officer

RESPONSIBILITIES

- Lead all efforts related to Choose Chicago's domestic and international marketing plans and strategies, which include leadership and oversight of advertising, communications, public relations, creative direction, print, and digital media, website development, and collateral materials.
- Collaborate with the President and CEO in developing organizational strategies, corresponding marketing and communication visions, and plans cross-functional operations. Liaise with sales teams, community leaders, and the board to align on objectives.
- Lead the Marketing Staffing Restructure: Responsible for working with the CEO, CFO, and Human Resources in rebuilding the Marketing team to include three possible Vice Presidents (Marketing Media Relations and Partnerships), two in Partnerships, two in Media Relations, two in Communications for a total Marketing/Communications team of twenty individuals.
- Working with the SVP of Sales & Services, advance Chicago's position in the industry as a premier location of choice for convention and meeting-based events.
- Collaborate with Global Development, Sports Commission, Sales & Services, Neighborhood Development, and Partnership departments to implement regional, national, and international strategies.
- Drive innovation for all aspects of the organization's marketing through IT and digital.
- Build and oversee relationships and contracts with outside agencies and vendors in support of the Choose Chicago brand and marketing strategy in collaboration with Choose Chicago's goals and team.



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- Fiscal responsibility for the annual marketing budget and activities of all direct reports, agencies, and non-payroll workers.

RESPONSIBILITIES

- A lead research strategy to establish, maintain and disseminate relevant analytics to measure the organization's effectiveness in achieving its mission and to guide broader organizational strategies.
- Actively engage in relevant trade organizations and proactively monitor emerging and current trends and best practices in hospitality and destination marketing & management.
- Lead the marketing team in building and maintaining strategic corporate, cultural and community-based marketing alliances with regional partners to attract visitors & talent and enhance experiences. The scope includes community stakeholders from diverse communities across Chicago.
- Develop key performance indicators and present results-oriented advertising updates to the Choose Chicago Marketing Committee, Board of Directors, and other groups for their review and consideration.
- Collaborate with internal and external creative resources to create a strategy to deploy multiple compelling global promotions/campaigns that build on the destination brand and increase visitation.
- Serves as a member of the Executive Management team. Attend weekly leadership meetings and others as required. Consult with the CEO and other Senior Leaders on marketing initiatives. Represent Choose Chicago brand at Board meetings, membership events, and industry events.
- Performs other duties as assigned by the President and CEO.

REQUIREMENTS

- Requires thorough understanding and expertise in marketing, communications, partnerships and brand management across multi channels/advertising and platforms.
- Strong leadership experience and proven visionary strategic planning, financial management, and budgeting skills.
- Ability to perform consistently in a hyper-fast-paced, multi-tasked environment. Flexible and able to work occasionally remote and outside traditional office hours.
- Ability to engage strategically and consultatively with peers, stakeholders, and political leadership.
- Ability to work in teams and individually.
- Skilled in professional and persuasive written communications, as well as presentations and public speaking with a strong executive presence
- Demonstrated mastery of copywriting, editing, content development, and proofreading.



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- Ability to interpret research and advanced data analytics.
- Leadership skills must include collaboration, inclusion, motivating, monitoring, developing, and mentoring a creative team, contributing as an overall visionary/strategic leader, and effectively managing board relationships.

EXPERIENCE AND EDUCATION

- A minimum of 10 years of successful experience leading in complex marketing, organizational strategy, branding, communications, community affairs, and business development work. Experience in destination marketing, travel, and tourism or the hospitality industry is desired.
- A minimum of a Bachelor's degree in Marketing, Communications, Business, or a related field is required. Master's degree preferred.
- A minimum of 5 years leadership experience in managing a team, budgets, and projects to achieve strategic objectives is essential.
- Significant knowledge of Chicago and our vibrant neighborhoods is preferred.
- Proven experience developing, enhancing, and marketing a destination's brand.
- Brand development experience from an end user or agency perspective.
- Strong digital marketing skills and experience and examples of successful campaigns and programs.
- Proven success and examples of developing strategic plans into key alignment of short and long-term goals.
- Excellent communications and presentation skills and the ability to connect with internal and external clients at all levels.
- Must be both analytical and creative. Proven ability to articulate vision, strategy, and tactics in a way that inspires staff/partners to focus energy and creativity on achieving measurable goals.
- Ability to manage multiple, complex priorities and projects under demanding timeframes.
- Proven industry sales and marketing experience across multiple sectors, including convention and visitors' bureaus, major hotel management company or association-related businesses, meetings/conferences, and travel trade markets.
- CDME desired.
- An effective, credible communicator and spokesperson before all audiences, including government officials, industry stakeholders, media, business leaders, and the public at large.



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
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No Phone Calls

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