



CHOOSE CHICAGO

Position Title: **Marketing Sales Manager**  
Department: **Marketing**  
FLSA Status: **Exempt**  
Reports To: **Sr. Director of Marketing**  
Effective Date: **August 2023**

The mission of Choose Chicago, the official destination marketing organization for Chicago, Illinois, is to enrich our community by attracting meetings, events and leisure travelers to our city.

We are looking for a dynamic Marketing Sales Manager to join our integrated team. The ideal candidate will have a solid grasp on marketing and brand fundamentals paired with project management skills. The focus of this role is to elevate the strategic and creative support Marketing provides to our Meetings and Conventions, Client Services and Special Events teams. There are multiple audiences to serve in this position, including association event professionals, for-profit trade show organizers, tourism industry organizations and more. The Marketing Sales Manager will drive creative briefs and manage paid advertising, pitch development, content and collateral creation and email marketing campaigns. The position requires strong organizational and collaboration skills with the ability to manage and prioritize multiple projects, sometimes on tight timelines.

**Responsibilities include but are not limited to:**

- Provide marketing expertise on all Sales, Client Services and Special Events projects and materials including proposal and presentation development.
- Implement strategies to build awareness of Choose Chicago and the city's unparalleled meetings and event venues, including McCormick Place and hotels.
- Develop and execute an annual marketing communications plan to include paid advertising, email marketing, website content, collateral pieces and more.
- Develop marketing content/copy tailored to specific audiences.
- Manage social media accounts from content planning to execution for @meetinchicago IG and Twitter channels; may collaborate with Social Media Manager.
- Manage all marketing projects for the team including proposals ("Bid Book"), client presentations, client videos, print and digital assets and more.
- Manage marketing deliverables for industry partnership agreements, such as Cvent and American Society of Association Executives (ASAE).
- Support key clients and their staff on strategies to increase their meeting/event attendance and/or exhibitors, which can include promotional videos and microsites.
- Manage creative design and video production resources, including consultants and agencies.
- Manage and prioritize all projects while maintaining regular communication with departments.
- Perform other duties as assigned.

**Minimum Qualifications:**

- Bachelor's degree in Marketing or Communications preferred or equivalent professional experience.
- Six years or more of marketing and/or communications experience showing progressive growth and training equal to the skill level needed to perform this position.
- A minimum of two years of project/account management experience.
- Possess good organizational and time management skills to handle multiple projects simultaneously.
- Ability to effectively communicate both verbally and in writing with a strong knowledge of spelling, grammar and punctuation.
- Experience in highly collaborative roles.
- Knowledge of hospitality and/or convention and tourism industry a plus.
- Experience managing agencies and freelancers a plus.
- Knowledge of MS Office Products, especially PowerPoint.
- Ability to represent Choose Chicago in a professional manner while interfacing with internal and external clients.
- Interest and passion for the city of Chicago.

**Physical Requirements and Environmental Conditions:**

- Ability to travel by air or ground transportation as required.
- Ability to perform computer work for extended periods of time.
- Ability to work flexible hours as needed based on key conferences/events/campaigns.
- Ability to sit or stand for extended periods of time without being able to leave the work area.
- Ability to grasp small objects using the fingers (fine motor manipulation).

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**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***