



## CHOOSE CHICAGO

**Position Title:** Director, Digital Strategy  
**Department:** Marketing  
**FLSA Status:** Exempt  
**Reports To:** Vice President, Marketing

### **ORGANIZATION OVERVIEW:**

Choose Chicago is a dynamic organization dedicated to promoting the cultural richness, diversity, and vibrancy of Chicago as a premier tourist destination. Committed to showcasing the city's iconic landmarks, world-class attractions, and unique experiences, we strive to inspire visitors from around the globe to explore all that Chicago has to offer.

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### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

Choose Chicago is seeking a strategic and innovative Digital Strategy Director to spearhead our efforts in driving tourism to Chicago through compelling digital initiatives. The Digital Strategy Director will play a central role in crafting and executing comprehensive digital strategies that elevate Chicago's profile as a must-visit destination, enhance visitor experiences, and drive economic growth across the city's tourism industry.

#### **Key Responsibilities:**

**Digital Marketing Strategy:** Develop and implement strategic digital marketing campaigns and initiatives to promote Chicago as a premier tourist destination, targeting key domestic and international markets.

**Content Creation and Curation:** Curate and create engaging digital content, including videos, blogs, social media posts, and interactive experiences, that showcase Chicago's attractions, events, culture, and hospitality.

**Audience Engagement and Conversion:** Leverage digital channels, including social media, search engine optimization (SEO), email marketing, and influencer partnerships, to engage prospective visitors, meeting planners, drive traffic to Chicago tourism platforms, and convert leads into hotel bookings and visits.

**Data-Driven Insights:** Utilize data analytics and market research to gain insights into visitor preferences, behaviors, and trends, informing strategic decision-making and campaign optimization.

**Partnership Development:** Working with Partnership Marketing, cultivate digital strategic partnerships to promote Chicago tourism packages, special offers, and collaborative marketing initiatives.

Digital Experience Optimization: Optimize the user experience (UX) and functionality of Choose Chicago digital platforms to provide visitors with intuitive navigation, relevant information, and seamless booking experiences.

Crisis Management and Reputation Monitoring: Monitor online conversations, reviews, and sentiment related to Chicago tourism, and develop proactive strategies to address any challenges or negative perceptions that may arise.

Performance Tracking and Reporting: Establish key performance indicators (KPIs) and metrics to measure the effectiveness of digital marketing efforts, track visitor engagement, and evaluate ROI on marketing spend.

Team Leadership: Supervise and mentor a team of two employees, providing guidance, support, and professional development opportunities to foster a collaborative and high-performing work environment.

Qualifications:

- Bachelor's degree in Marketing, Communications, Digital Media, Hospitality Management, or related field; Master's degree preferred.
- Minimum of 8-10 years of experience in digital marketing, destination marketing, tourism promotion, or related field, with a strong track record of driving tourism growth and engagement.
- Deep understanding of the tourism industry, market dynamics, consumer behavior, and digital trends, with a focus on the travel and hospitality sector.
- Proven experience in developing and executing successful digital marketing campaigns, initiatives, and partnerships that drive brand awareness, engagement, and conversion.
- Strong analytical, problem-solving, and project management skills, with the ability to translate data insights into actionable strategies and results.
- Excellent communication, presentation, and interpersonal skills, with the ability to collaborate effectively with internal teams, external partners, and stakeholders.
- Passion for Chicago's culture, history, and attractions, with a genuine enthusiasm for promoting the city as a world-class tourist destination.

**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***