



POSITION: Marketing Manager
DEPARTMENT: Entertainment Division Wintrust Arena & Arie Crown Theater
REPORTS TO: AGM Entertainment
FLSA STATUS: Salaried/Exempt

Summary

ASM Global, the leader in privately managed public assembly facilities, has an excellent and immediate opening for a Marketing Manager for ASM Global - Wintrust Arena | Arie Crown Theater | McCormick Place. Primary role of this position is to maximize the exposure of events at the venue complex, help drive ticket sales through creative promotions and various mediums including print, electronic and digital. The role will also include the design and creation of certain presentation materials used in promotion of the facility across all channels. Other functions include the development and implementation of media buys, cross promotions, digital advertising, and marketing plans.

Essential Duties and Responsibilities

- The Marketing Manager position will lead the Entertainment Division's marketing effort in promoting events and developing various marketing communications while independently executing promotions and marketing analysis in order to drive event awareness and venue exposure. The Marketing Manager supports the creation of graphic design, brand management, advertising, email marketing, communications and community relations as well as digital and social media marketing operations.
- Creation and deployment of eblasts related to venue pre-sales, on-sales and special promotions to drive ticket revenue and the number of click-throughs to venue complex websites
- Responsible for increasing social media reach for both rooms across all platforms.
- Lead the development and implementation of the Social Media Content Calendar to increase exposure and drive engagement across all channels.
- Manage all guest inquiries made via social media, as well as assisting in covering phones throughout the day as needed.
- Prepare advertising plans for every event.
- Responsible for utilizing Ticketmaster tools and marketing resources (i.e. TM One) to create broadened exposure, drive ticket sales, and analyze/report on incoming data from various online marketing platforms.
- Creation of ticketed event-related print/online ad collateral as coordinated with promoters and internal teams.
- Work on establishing local and regional media buys as requested by promoters and internal teams.
- Management of all anchor tenant cross-promotional assets including graphic signage, promoter spots, and in-arena promotions.

- General maintenance of both venue websites as well as daily updates to the event schedule, event-related informational pages, artwork, and sales materials.
- Responsible for maintaining and increasing the in-house email database for the venue complex through creative strategies in order to increase ticket sales, ancillary revenues and bookings.
- Responsible for maintaining library and archiving all photographs on servers for venue complex use.
- Oversee event related activations and artist/promoter gifts.
- The ability to work events is required. During specified events, will lead the marketing with promoters, show sponsors, radio station presence, merchandise vendors, meet and greets, pre/post parties, photographers, and press.
- Assists in show coordination on event days.
- Event setup photography & event day documentation as needed.
- Conducts media and client and special-request tours of the facilities as needed.
- All other duties as assigned.
- Through marketing research, suggests outlets for advertising, appropriate and engaging social media content, appropriate and engaging promotions and promotional opportunities, and artist research.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Advanced knowledge of and demonstrated ability in Adobe Creative Suite, including, but not limited to: Photoshop, InDesign, Illustrator, Bridge, Aftereffects,
- Strong knowledge of Microsoft Office, website content management, e-mail campaign management, and Google Analytics.
- High level understanding of best practices and experience with email marketing, paid social media, and database management.
- Strong time management skills with the ability to organize and prioritize to meet tight deadlines.
- Excellent verbal and creative writing skills.
- Strong proofreading abilities.
- Creative thinker who can work both independently and as part of a team.
- Basic Photography Skills.
- Ability to work irregular hours as needed.
- Ability to physically move around the facility.
- Performs other duties as required.

Education and Experience

- Bachelor's degree in Marketing, Public Relations or related field required.
- 2-5 years of previous experience in Marketing and/or Public Relations or related industry experience (i.e. venue/promoter, advertising agency, radio/television sales) required.

Skills and Abilities

- Excellent written and verbal skills including strong proof-reading, communication skills and interpersonal skills.
- Superior customer service skills.
- Ability to prioritize multiple projects and meet deadlines.

Computer Knowledge

To perform this job successfully, an individual should have strong knowledge of Microsoft Office including Word, Excel and PowerPoint. Word Press, Photoshop and Illustrator design experience a plus.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job the employee may experience extensive walking, occasional kneeling, occasional need to lift or move up to 20 pounds. This position requires mobility to move around the facility.

Note

The essential responsibilities of this position are described under the headings above. They may be subject to change at any time due to reasonable accommodation or other reasons. Also, this document in no way states or implies that these are the only duties to be performed by the employee occupying this position.

Please use the below link to apply.

External Candidates:

<https://recruiting.adp.com/srccar/public/RTI.home?c=1152751&d=ExternalCareerSite&r=5000813341806#/>

Internal Candidates:

<https://recruiting.adp.com/srccar/nghome.guid?c=1152751&d=InternalCareerSite&r=5000813341806#/>

Recruiter- Stella Butera
McCormick Place – ASM Global
301 E. Cermak Rd, Chicago, IL. 60616

Applicants that need reasonable accommodations to complete the application process may contact 312.791.7000.

ASM Global is an Equal Opportunity/Affirmative Action employer, and encourages Women, Minorities, Individuals with Disabilities, and protected Veterans to apply. VEVRAA Federal Contractor.

We will only accept applications from 01-12-22 to 01-26-22