



POSITION: Marketing and Communications Manager
DEPARTMENT: Sales and Marketing
REPORTS TO: Director of Sales and Marketing
FLSA STATUS: Salaried/Exempt

Summary

ASM Global, the leader in privately managed public assembly facilities, has an excellent and immediate opening for a Marketing and Communications Manager at the McCormick Place Convention Center. Under the direct supervision of the Director of Sales & Marketing, the Marketing & Communications Manager creates, directs, and implements marketing and communication programs that enhance the image of McCormick Place (the Facility) and its positioning within the meetings and events industry and the general public.

Essential Duties and Responsibilities

- Works with the General Manager, Director of Sales & Marketing and MPEA to cultivate and articulate the Facility's desired message, image, and positioning ... the brand.
- Works with the Director of Sales & Marketing, MPEA and Choose Chicago to coordinate promotional and marketing efforts for the Facility and supervises those marketing efforts.
- Manages the Facility's brand image and graphic standards and assets.
- Coordinates administration of the Facility's websites, reviews content for accuracy and user experience enhancement opportunities, and reports on web traffic and analytics.
- Plans and implements the Facility's social media strategy and platforms and monitors related traffic and chatter.
- Designs, produces, and distributes internal and external Facility communications such as newsletters, social media campaigns, and customer and stakeholder e-blasts.
- Coordinates photography and videography of Facility events.
- Coordinates the storage and organization of all related digital assets.
- Assists the Director of Sales & Marketing in the development and implementation of advertising campaigns and business promotion programs that support the Facility's sales & marketing plan.
- Prepares copy and designs print advertisements and promotional information, as required.
- Manages the development, production, and distribution of promotional and collateral materials to support ASM Global sales programs.
- Coordinates appearances and speaking engagements by the General Manager and other ASM Global senior leadership and assists in the development of presentations.
- Supports MPEA's communication agency, in the development and implementation of a comprehensive public relations and communications program that will enhance the Facility's brand and its position within the meetings and events marketplace (local, national and international) and the general public.
- Assists with public relations activities including monitoring the news media for industry related coverage, prepares facility press releases and handles press-related inquiries, as required.
- Analyzes, evaluates and reports on performance and effectiveness of the marketing and communications programs and recommends corrections as necessary.

- Effectively establishes and maintains positive relationships with media, industry influencers and key community and strategic partners for the betterment of the Facility.
- Assists the Wintrust Arena and Arie Crown Theater by providing marketing support as may be required from time to time.
- Plans and conducts market research to identify opportunities for increasing revenues.
- Remains current on trends in the industry and local market changes to best serve the Facility.
- Assists the department director in developing departmental budget.
- Performs other duties, special projects and responsibilities as assigned which may or may not be directly related to job specifications.

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.

Education and Experience

- Bachelor's Degree or equivalent from a four-year college or university in Marketing, Public Relations, Journalism, Communications, or related field required preferred.
- Previous experience in Marketing, Public Relations, Journalism, Communications or related industry experience (i.e. advertising agency, radio/television) required.
- Combination of education and experience will be considered.

Skills and Abilities

- Skills – Knowledgeable of terminology used in public events or convention center, arena, and entertainment. Computer literacy in word processing, data base management and page layout. Website hosting and management experience. Excellent people skills and enthusiastic attitude.
- Communication – Excellent oral, written and listening skills. Strong creative, strategic and analytical skills, including ability to facilitate, plan and organize.
- Change Management – Accepts and adapts to change; understands that change is a constant and necessary path for involvement and growth. Questions the status quo by asking “Why?”
- Customer Focus – Dedicated to meeting expectations/requirements of internal and external customers.
- Organized – Strong organizational skills and keen attention to detail; can orchestrate multiple activities at once to accomplish a goal; effectively works under tight deadlines and manage projects independently. Must be a self-starter.
- Problem Solving – Solves problems with effective solutions; asks good questions and probes answers; resourceful in solving problems.
- Team Player – Creates strong morale and spirit within team; shares wins and successes; fosters open dialogue; creates a feeling of belonging in the team.
- Ability to work flexible hours, including nights, weekends, and holidays in addition to normal business hour as needed.
- Basic understanding of demographics and the Chicago media market.
- Must have professional attitude and appearance.

Computer Knowledge

To perform this job successfully, an individual should have knowledge of word processing software,

database software, spreadsheet, graphics, and be proficient in Microsoft Word, Excel, and PowerPoint. Experience using graphic design software and website management is preferred.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the primary and 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 is regularly required to move around all areas of the facility; to stand for long hours; talk and hear; ability to travel by car or air. Specific vision abilities required by this job include close vision to handle contracts, other office correspondence, etc. This position may require work inside or outside of the building.

Hours of work and travel requirements

Requires flexible schedule to cover events. Minimal travel required.

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:

https://asmglobal.wd1.myworkdayjobs.com/careers/job/Chicago-IL/Marketing---Communications-Manager_R10015344

Recruiter- Shalanda Hedrick
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 accept applications from 02-02-23 and until position is filled