

Marketing Manager

Chicagoland Chamber of Commerce | Chicago, IL

The Marketing Manager is responsible for developing, executing, and monitoring the marketing programs that create seamless, integrated journeys across audiences and channels that drive meaningful engagements and accelerate sales opportunities. The Marketing Manager will leverage research and trends, along with technical expertise and understanding of the B2B buyer's journey to raise awareness, drive demand, and take the Chamber's marketing strategy to the next level. As a membership-driven organization, the Marketing Manager will support the increase and retention of members, while continually demonstrating value-adds and relevancy.

The Marketing Manager has experience in designing and managing strategies and marketing plans across channels and is a collaborative, detail-oriented professional with a keen focus on reaching the target market. The Marketing Manager will join the Marketing & Communications department and report to the Vice President, Marketing & Communications.

Essential Duties & Responsibilities

- Develop, manage, execute, and analyze innovative marketing plans that raise the profile of the Chamber, generates demand, and demonstrates value-add to member organizations
- Serve as a storyteller and craft content for use in campaigns and marketing collateral, including marketing materials, letters, Op-Eds, and more
- Serve as a subject matter expert within the Marketing & Communications department and expertly translate strategic business objectives into technical orchestration
- Plan, implement, publish, manage, monitor, and enhance the organization's website, social media, and email platforms and managed service providers
- Drive improvement of program effectiveness through advanced audience segmentation, journey mapping, A/B testing, and deliverability
- Partner across departments to amplify the effectiveness of marketing campaigns, data integrity management, and new technology integrations
- Prepare reports for discussion and analysis of key marketing and business performance indicators and partner with Vice President of Marketing & Communications to identify advanced reporting needs, and analyze performances trends, CX insights and best practices to provide optimization recommendations
- Understand marketing best practices and stay ahead of global industry trends related to digital demand generation and multi-channel marketing

May perform additional duties as assigned

Skills, Knowledge & Abilities

- Ability to develop campaign strategies, segment and target audiences for engagement and conversion
- Hands-on experience with campaign execution and an expert grasp of audience segmentation, integrated nurture, and outbound campaigns
- Ability to achieve results by taking a proactive long-term view of business goals and objectives
- Strong analytical skills and business sense to connect marketing technology and operations strategy to business applications and campaign results
- Strong knowledge of marketing automation software, CRM (Microsoft Dynamics), website publishing platforms, Zoom and Microsoft Office Suite (Word, PowerPoint, Excel, Outlook, Teams and OneDrive)
- Understanding of HTML, XHTML, CSS design, cross-browser and cross-platform compatibility, firewalls (functionality and maintenance), Access, MySQL and JavaScript
- Availability to work beyond regular business hours, including early mornings and evenings

Education & Experience

- Bachelor's degree in marketing, communications or equivalent preferred
- Minimum of 4 years of related work experience preferred

About the Chicagoland Chamber of Commerce

The Chicagoland Chamber of Commerce is a nonprofit organization that represents more than 1,000 member companies, which collectively employ 400,000 employees and generate \$24 billion in revenue. The Chamber combines the power of membership with its legacy of leadership and business advocacy to drive a dynamic economy. To learn more, visit www.chicagolandchamber.org.

To learn more or apply for this position, please send a copy of your resume and cover letter to [Sara Barnett](mailto:sbarnett@chicagolandchamber.org), Vice President of Operations, via email (sbarnett@chicagolandchamber.org) and include the position title in the Subject line.