

<b>Position Title:</b>	Marketing Director
<b>Company:</b>	Newsweb LLC
<b>Location:</b>	Chicago, IL 60614
<b>Employment Type:</b>	Full-time
<b>Annual Salary:</b>	N/A
<b>Hours:</b>	Monday – Friday (occasional Saturday's); between the hours of 9:00 am to 5:00 pm
<b>Benefits:</b>	Medical, dental, vision, 401(k), disability, life insurance, paid time off and sick days
<b>Background Check:</b>	Yes
<b>Vaccination &amp; Booster Required:</b>	Yes
<b>Interested Candidates:</b>	Apply via <a href="#">Indeed</a> or send resumes directly to <a href="mailto:Jobs@Newsweb.com">Jobs@Newsweb.com</a>
<b>Application End Date:</b>	03/11/2022

### Marketing Director

Wrightwood 659 is an architecturally significant state-of-the-art 30,000 square foot world class, museum-quality exhibition space in Lincoln Park, Chicago exhibiting socially engaged art. Wrightwood 659 is looking for a Marketing Director to join our winning team. The Marketing Director plays a pivotal role in developing and executing strategies that engage and expand Wrightwood 659's key audiences with the objectives of increasing the number of visitors and raising the profile of the space as a leader in the presentation of socially-engaged art and architecture.

### Job Summary:

The Marketing Director is responsible for the development, implementation, and day-to-day management of Wrightwood 659's digital communications, including but not limited to website content and search optimization; marketing strategies and ad buys that support and increase brand awareness and management, announcement of exhibitions, community engagement efforts, and social media campaigns; direct outreach via newsletters and email; and the strategic merging of these elements into an effective outreach plan. Tracking, measuring, and evaluating the impact of these activities and demonstrating success in expanding audience size and engagement are key elements of this role. Coordinating with outside international, national, and local public relation firms.

This position requires a knowledge of and passion for communications and marketing, and an ability to build relationships across diverse constituencies and communities. This position reports to the General Manager and works closely alongside other colleagues to develop and implement both traditional and digital media outreach strategies and campaigns to support institutional goals.

### Responsibilities:

#### *Strategic Leadership & Communications*

- Work collaboratively with the team and marketing/artistic consultants to develop a comprehensive institutional and program marketing strategy.
- Develop an annual marketing budget in consultation with other members of the team and manage expenditures accordingly.
- Develop and implement annual marketing plan/schedule and oversee the creation and dissemination of effective messaging and communications to patrons via print, digital, advertising, and ticket sales campaigns.
- Design and execute a digital communication strategy ensuring timely and thoughtful engagement with participants/users.
- Ensure brand consistency for all materials and communications.
- Ensure that all media placements, event listing deadlines, and print deadlines are met.

#### *Website & Online Programs Management*

- Manage Wrightwood 659 website content.
- Write engaging online copy with an emphasis toward storytelling.
- Collaborate with colleagues to facilitate the development and delivery of Wrightwood 659 content to all online channels.
- Drive traffic to the web site by ensuring content is built and tagged consistently with SEO/SEM techniques and best practices while upholding the editorial standards of the Wrightwood 659 brand.

- Collaborate with external web development team to produce microsites for each exhibition, key programs, and strategic initiatives.
- Visually translate and adapt Wrightwood 659 brand across multiple online channels and adapt written and visual content for appropriate media platforms.
- Crop and manipulate images and digital assets for optimal display, upload speed and resolution requirements.

#### *Audience Development and Marketing Responsibilities*

- Work with external graphic designer to create all marketing communications materials, including but not limited to direct mail, programs, signage, and advertising.
- Oversee all appropriate external resources for photography, videography as needed.
- Design and disseminate all electronic and social media communications (e.g., Wordfly, Facebook, Twitter).
- Manage CRM database in Tessitura, including email list, preference center, and the development of marketing initiatives to increase client database.
- Use Wordfly to create, develop and send email blasts. Work with Tessitura to build triggered email campaigns, such as ticket release reminders, reservation reminders, and follow-up emails.
- Monitor open and click-thru rates, optimizing email campaigns as needed.
- Liaise with other team members to develop ticketing and discount policies.
- Liaise with other team members to design and implement audience data collection methods such as audience surveys.
- Liaise with colleagues to plan and implement audience engagement activities such as previews, lectures, or other ancillary programming.

#### *Online Analytics Monitoring & Reporting*

- Monitor, track, analyze and report on online engagement metrics including website and social media analytics.
- Initiate changes to online platforms as needed by applying web analytics to inform online marketing strategy.

#### *Technical and Project Management*

- Manage multiple projects simultaneously, communicating with key stakeholders throughout the project lifecycle.
- Execute projects to be high quality, timely and cost-effective within budget.
- Foster timeline development and monitors progress, ensuring deadlines are met.
- Manage internal/external partner expectations, bringing issues/concerns to partners attention in advance, offering potential solutions and adjusting work plans as necessary.

#### **Qualifications**

This position requires knowledge and experience in the tenets of traditional marketing. The successful candidate will demonstrate the following skills/experience:

- 15+ years of Marketing experience.
- Must have 3-5 years of Visual or Performing Arts experience.
- Prior experience having worked in a startup entrepreneurial environment.
- Must have familiarity with Chicago arts.
- Strong Writer, HTML5 and CSS.
- Excellent working knowledge of ad buying in traditional markets and across leading social media channels (especially Facebook, Instagram, Twitter, and YouTube) and related best practices.
- Working knowledge of *Facebook Ads Manager*, and *Google AdSense*, and *Google Marketing*.
- Passion and knowledge for communications, marketing, visual arts, and complemented by a robust interest in politics (local, national, and international).
- Ability to build relationships across diverse constituencies and communities.
- Ability to work as part of a team and independently, think creatively, and take initiative.

Preferred, but not required:

- Experience with Adobe Creative Suite, especially Photoshop.

- Familiarity with web content management systems.

**Highly competitive pay package commensurate with experience & excellent benefits package. Free onsite parking. Ideal candidate is someone looking for a long-term position.** We are an equal opportunity employer with a progressive, LGBTQ-friendly environment looking for someone who is excited to join our team.

#### **Health and Safety**

The health and safety of our guests and staff is our priority. In an effort to reduce the risk of spreading COVID-19, we have adopted the following measures based on CDC, state, and city guidelines: All guests and staff must be fully vaccinated against COVID-19 and masks covering the mouth and nose are required at all times. All persons offered a position will be required to provide valid proof of full vaccination against COVID-19 prior to starting employment.