



CHICAGO EVENT
MANAGEMENT

Job Title	<i>Manager, Communications</i>
Reports To	<i>Sr. Director, Communications</i>

Job Purpose

The Manager, Communications is responsible for creating, implementing, and executing communications for CEM, and all owned and produced events. The Manager, Communications positions a unified and consistent message for event participants, partners, stakeholders, local community, and media.

This position reports to the Sr. Director, Communications and is responsible for carrying out the strategy that has been set by the Sr. Director, Communications. This role takes content from start to finish - creating themes that resonate through brand messaging, content, writing, and editing, across multiple channels and formats. This position works collaboratively with internal and external contributors on website/published content, program/project initiatives, and serves as the direct writer on communications platforms.

This position serves as a key member of the Communications and Customer Service Team which requires the ability to strategize, plan, and project manage key operational tasks to ensure smooth execution on communications and customer service-related matters.

Full-Time

Exempt

Duties and Responsibilities

Managerial Duties

This role may be asked to provide guidance and assign projects as necessary to the Coordinator, Customer Service & Communications.

Communications Functions

- Identify opportunities to promote and positively represent the company and events through internal and external communications
- Create strategic communications plans that align with organization goals and event timelines
- Establish processes and manage communications programs from thought creation, plan development, execution, and wrap-up
- Facilitate conversations across functional areas within the organization and clients to transform concepts into copy/content for print and digital/virtual communications and presentations

- Responsible for the planning, development, and execution of email marketing campaigns for the company and events
- Responsible for overseeing the planning, organization, creation, and publishing of content on company and event websites
- Responsible for creating and updating communications for internal and external print & digital materials (ex. event guides, event program, event results book)
- Oversee the review and approval process of all communications with organization/project leaders, key stakeholders, and partners
- Develop data driven summaries that highlight strengths and areas of improvement
- Provide copy review and edits for communications developed by other functional areas
- Partner and consult with Manager, Customer Service and Manager, Social Media to create synergies and develop standard responses that address frequently asked questions on all company and event channels: phone, e-mail, social media, etc.
- Provide guidance and direction to the Customer Service Team on responding to customers' complex questions following escalation methods and procedures
- Support media relations efforts including the development of media materials (press releases, talking points, media guides, etc.) and staffing media events and productions.
- Acts as a thought leader with key team members, clients, and contractors/vendors
- Enter approved requisitions, purchase orders and packing lists in Expense Watch
- Other duties as assigned

Media Center Management

- Support the event weekend Media Center and Press Conference programming and execution, including: Make decisions regarding the facility, i.e., room space, layouts, IT, food & beverage service, etc.
- Support press virtual/in-person conferences/presentations (run of show and talking points)
- Support Elite/Invited athlete cluster interviews
- Support media center staffing/volunteers (operational staff and press conference MCs)

Team Leadership

- Work in collaboration with organization leaders, customer service management, workforce management and other departments as necessary to ensure messaging aligns with critical dates and initiatives

Qualifications/ Requirements

- Strong communications, creative, high energy, and motivated thought leader
- Experience facilitating conversations to generate diverse ideas

- Proven experience writing and editing, plus the ability to generate creative ideas
- Strong project management, multitasking, and decision-making skills with a track record of meeting deadlines and delivering a plan to completion
- Proven ability to collaborate with employees at all levels, including senior leadership, and can foster relationships with internal and external stakeholders
- Experience with web and email marketing content management platforms, preferred WordPress and HubSpot
- Proven ability to build consensus and work effectively within a cross-departmental team
- An individual who is comfortable and confident with ownership and autonomy of work
- Strong work ethic; standards of integrity and credibility
- Knowledge of event/endurance sport industry preferred
- Strong computer skills, with proficiency in the Microsoft Office Suite
- Ability to work within a deadline-driven environment and manage multiple complex tasks
- Passion for bringing continuous improvement to all aspects of work
- Proficiency on all matters relating to marketing, public relations, and communications
- Ability to travel as required (5-10%)

Education/Experience

- Bachelor's degree in English, Journalism, Public Relations, Communications, Technical Writing, or a related field
- W3-5 years of proven written and editing, and content creation experience for high traffic websites while working in an independent contributor
- 3-5 years of communications experience, Public relations, and media experience in a high-volume culture
- Advance knowledge of WordPress.org/Wordpress.com
- Advance knowledge of Email Marketing Platforms, such as HubSpot
- Graphic/web design experience
- Proficient in Adobe InDesign, Microsoft Office, Creative Suite, Photoshop, and Illustrator
- Small to mid-size company experience preferred

Working Conditions/Physical Requirements

- Moderate walking, standing, prolonged sitting, bending, kneeling, and reaching.
- Work is performed primarily in an office setting
- The employee must occasionally lift and/or move up to 25 pounds

Approved by: <i>Signature & Title</i>	
Date approved:	
Employee Acknowledgement:	