



The Chicagoland Chamber of Commerce is the region's most dynamic and effective business-for-business member organization. By combining the power of people, with our legacy of leadership and business advocacy, we drive public policy, programs, and communications to create a dynamic economy. We focus on delivering value for our members, making Chicago a world-class place to live and work.

Vice President of Communications and Marketing Job Description

Position Summary:

Reporting to the President and CEO, the VP of Communications and Marketing will develop and implement an integrated communications and marketing strategy for the Chicagoland Chamber of Commerce and affiliated entities (the Chamber Foundation and PAC). As a member of the leadership team, the VP will provide communications and marketing thought leadership to the Chamber and will collaborate with all staff to provide a clear vision to all stakeholders in and affiliated with the Chamber.

The VP will develop an overarching organization messaging architecture to tell the Chamber's story in a clear and compelling way. The VP will develop strategies and implement initiatives to increase awareness of the Chamber's programmatic and educational offerings, membership benefits, public policy activities and business focused thought leadership.

Drawing on the work of the Chamber and the legacy of our brand, the VP will be the senior communications and marketing strategist and leader who will be responsible for defining and communicating the Chamber brand and impact both internally and to all segments of the community, building brand awareness.

Tapping into Chamber members and partners, the VP will oversee and manage the annual budget and work with partners to leverage in-kind support provided to the Chamber for marketing and communications annually. The VP will manage and leverage partnerships with leading media outlets including newsprint, television, radio and social. The VP will also interact with personnel across the organization to define and manage communications and marketing.

Duties and Responsibilities:

Key Strengths

- Possess a communications/public relations/marketing vision that can be implemented and measured for outcomes.
- Be strategic; cultivate a team to execute tactics.

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- Drive an increase in revenue through monetizing the webpage and digital mediums; creating exciting Membership and Development collateral; maximizing in-kind relationships; and creating “outside the box” opportunities.
- Use metrics to measure progress and assess impact and areas for improvement.
- Inspire innovation.
- Team oriented work style.

Strategic Planning

- Develop the strategy and the team to design, implement and manage a comprehensive communications and marketing plan for the Chamber, set measurable goals, monitor its effectiveness, and review and update the plan as necessary.
- Develop the strategy and execute a plan for survey and research projects to determine member and Chicagoland business community needs and perceptions and suggests appropriate responses to research findings.
- Develop the strategy and lead the team in managing external Chamber resources and vendors involved with Chamber communications, including brand, graphic design, content development, website development, marketing automation and more.
- Build awareness of Chamber through media relations activities including the writing and distribution of emails, newsletters, public policy statements, news releases, op-eds, letters-to-the-editor, guest columns and more.
- Create initiative messaging architecture to assist with communicating, presenting and selling the Chamber to members, supporters, Chicago’s Civic Community, the media, and a broad audience of influencers and decision-makers.
- Collaborate closely with the senior management team to develop a strategic communications plan for driving revenue: membership retention, new member acquisition, sponsorship investment, grants and more
- Play a key role in achieving the Chamber’s strategic revenue and member count goals by working with the Development and Membership teams to focus the Chamber’s initiative, event and membership collateral.

Execution

- Oversees the development, maintenance and enhancement of the Chamber’s overall branding.
- Oversee the communications team efforts to continually review and recommend ways to improve and enhance internal and external communications.
- Oversee all aspects of the Chamber’s marketing and communications, including website, e-newsletters, e-marketing, flyers and brochures, sales and marketing material for all departments.

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- Develop and implement digital policies and procedures for utilizing the Chamber website, social media, mobile apps and other technologies.
- Develop, administer, maintain and develop all content for the Chamber's website, mobile apps and social media.
- Cultivate relationships with key editors and reporters in the Chicagoland media, including the major outlets, suburban and downstate media.
- Work with the senior management team to develop and maintain the Chamber's crisis communications plan.
- Pursue awards and recognitions for the Chamber and key staff.
- Drive visibility by securing in-kind local market media partnerships.
- Position thought leadership, senior leadership, key staff, and initiatives for maximum media and public exposure.

Financial Responsibilities

- Manage profit/loss statements and fiscal year budget.
- Work closely with the senior management team and department managers to develop and maintain the fiscal year budgets for communications and marketing.
- Oversee and monitor the monthly communication budgets for revenues and expenses, to ensure the Chamber is meeting the fiscal budget goals, and recommend solutions for improvement
- Collaborate with the Chamber's senior management team to review financial progress and determine new, innovate approaches for increasing revenue streams and decreasing costs
- Create and implement revenue opportunities.

Supervisory Responsibilities

- Lead and mentor the communications and marketing department staff, consultants, vendors, strategic partners.
- Set team goals and measure throughout the year.
- Set team member goals and measure throughout the year.

Qualifications:

- BA / BS degree mandatory
- Minimum 5 - 10 years of experience in leading communications and marketing strategies
- Experience either as an employee or board member of a nonprofit organization; must be familiar with nonprofit board of directors



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- Proven track record of success facilitating progressive organizational change and development within a growing organization.
- Excellent judgment and creative problem solving skills including crisis public relations
- Entrepreneurial spirit and support for culture change
- Superior management skills; ability to influence and engage direct and indirect reports and peers
- Self-reliant, good problem solver, results oriented
- Energetic, flexible, collaborative, and proactive; a team leader who can positively and productively impact both strategic and tactical situations
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with staff, senior management, and the board of directors
- Demonstrated command of pro-business issues and priorities
- Broad functional experience in developing a strategic plan and implementing goals and tactics; ability to operate as an effective tactical as well as strategic thinker
- Must have previous team management experience with strong leadership and motivational skills and the ability to develop a results-focused, collegial team ethos
- An inspirational, enthusiastic, and accessible style, the capability to earn respect and broad-based credibility across an organization, and the ability to empower others
- A strong work ethic and ability to maintain confidentiality
- Results oriented and willing to make a personal commitment to meeting quantitative and qualitative targets
- Ability to work non-traditional hours including early mornings and evenings
- Passion for the mission of the Chicagoland Chamber of Commerce

