Vice President, Communications & Marketing
Chicagoland Chamber of Commerce | Chicago, IL

Reporting to the President and CEO, the Vice President 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.

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.

Essential Duties & Responsibilities

- 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 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 and collateral 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
• Develop and implement digital policies and procedures for utilizing the Chamber website, social media, mobile apps and other technologies

• Oversee the development and administration of all content for the Chamber’s website, email marketing and social media

• Position thought leadership, senior leadership, key staff, and initiatives for maximum media and public exposure

• Write speeches and talking points for the President & CEO for all major events and programs

*May perform additional duties as assigned*

**Education & Experience**

• BA / BS mandatory
• Minimum 5 years of experience in leading communications and marketing strategies
• 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, priorities and policy
• Broad functional experience in developing a strategic planning 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
• Ability to work non-traditional hours including early mornings and evenings
• Passion for the mission of the Chicagoland Chamber of Commerce

**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, Vice President of Operations, via email (sbarnett@chicagolandchamber.org) and include the position title in the Subject line.