

MARQUEE DEVELOPMENT JOB POSITION DESCRIPTION

JOB TITLE: Event Program Manager
DEPARTMENT: Marquee Development
REPORTS TO: Director of Event Programming
FLSA STATUS: Exempt

ROLE:

The Event Program Manager is responsible for developing, curating and supporting all public-facing events and programs at Gallagher Way. This includes the categories of music, sports, film, arts, festivals, family events, community programs, holiday events, and other special programs. The Event Program Manager is responsible for engaging on all ancillary activities related to public events held at Gallagher Way, including tasks related to marketing, public relations, sponsorship activation, food & beverage, and the execution of campus-wide initiatives.

RESPONSIBILITIES:

- Lead and oversee all aspects of event curation, development and high-level planning of events and programs
- Partner with Chicago Cubs Event Operations team to ensure successful execution of events
- Curate and maintain 365-day programming calendar
- Develop new programming ideas from conception to implementation that can attract new and diverse audiences to Gallagher Way
- Define, forecast, manage, and reconcile operating budgets for each event series and annual operating budget
- Process invoices and expenses through accounts payable system to ensure timely payment to vendors
- Negotiate and execute contracts with programming partners, performers, vendors, and service providers
- Continue to assess events to bring to Gallagher Way utilizing the following key performance indicators: core financials, risk, campus-wide activation, media exposure, foot traffic, event reputation, charity involvement, operations issues, sponsor integration and management
- Develop pre-and-post event briefs and analyses for continuous program improvement
- Establish and maintain rapport with tenant partners, clients, vendors, internal team and related departments
- Work with third-party agency on all event-related advertising and marketing plans/implementations
- Support various programming, marketing, and public relations initiatives by managing project timelines
- Conduct appropriate market research, network, and maintain up-to-date industry knowledge base
- Support Marquee Development related initiatives across company portfolio
- Perform other duties as assigned

REQUIRED QUALIFICATIONS:

- A four-year undergraduate degree from an accredited university or college
- 5-7 years of professional work experience in events and/or marketing, or similar relevant experience
- Strong competence in managing the event creative process from concept beginning to end in a fast-paced, deadline-driven environment
- Self-starter with strong project management skills, including demonstrated ability to work in an organized manner and manage time efficiently and effectively with a strong attention to detail

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- Demonstrated ability to handle fiscal calendar budgets as well as individual event budgets
- Demonstrated interpersonal and team building skills among all organizational levels
- Demonstrated fluency on Microsoft Office programs, as well as Salesforce or other CRM tool
- Demonstrated communication, writing and presentation skills
- Excellent copywriting and copy-editing skills
- Demonstrated problem solving and on-the-spot troubleshooting expertise
- Demonstrated ability to maintain confidentiality of sensitive information
- Strong knowledge of Chicago's cultural arts, music, and festival scene
- Ability to work non-standard hours, including nights, weekends, game days
- Chicago-based position – but will provide support to staff and projects outside of Chicago - some travel required

PREFERRED QUALIFICATIONS:

- Experience working with project management platforms - Basecamp
- Experience working with Salesforce or another CRM tool
- Experience with CMS, Adobe, social media platforms, web analytics and marketing automation tools