



JOB POSTING

Job Title: Digital Marketing Specialist

Department: Fan and Brand Development

Reports To: VP Fan and Brand Development

The **Digital Marketing Specialist** will primarily use email and SMS/MMS, but also some paid media, to deliver messages tailored to specific audiences or fan circumstances. This is a critical role in the execution of digital marketing campaigns that provide more ways for fans to engage with Chicago Bears Football. Collaboration within Marketing and Business Strategy & Analytics is key for this person to translate business and marketing strategies into actionable plans with measurable execution. Aptitudes they bring to their work include a proactive approach to moving projects forward, strong communication skills and an eye towards continuous improvement and growth.

The Chicago Bears strive to advance our mission of winning championships by conducting ourselves with humility, integrity, and a strong work ethic. We want you to help us achieve our goals and to be part of the one of most storied franchises in all of sport. We offer our employees professional development, competitive salaries, excellent health and retirement benefits, and an environment where our talent and contributions are valued by the club and the community.

Responsibilities:

- Database Marketing
 - Manage and execute year-round execution of email and SMS marketing campaigns
 - Act as the main builder and executer for Brand and Partnership email marketing including HTML development, tagging, sending, etc.
 - Maintain cross-departmental email and SMS strategy, tactics, and deployment calendar
 - In collaboration with Lifecycle Marketing Specialist, develop messaging and asset recommendations for key A/B test groups
 - Create and coordinate data acquisition campaigns with key stakeholders including Business Strategy & Analytics, Ticket Office, etc.
- Digital Marketing Planning
 - Collaborate with Brand Marketing to translate marketing strategy to digital execution – targeting, geography, channels, context and messaging (including sequencing/frequency)
 - Work with the Lifecycle Marketing Analyst to identify opportunities for targeted, initiative-specific, and automated customer journeys on an annual and ad-hoc basis
 - Work closely with VP of Fan and Brand Development, Marketing, and Business Strategy & Analytics on customer data acquisition and personalized message strategy
- Media Buying / Digital Advertising
 - Plan, execute, and optimize paid advertising in social, SEO, video, and programmatic channels
 - Develop messaging and asset recommendations for key A/B test groups
 - Manage relationships with external vendors for paid promotional efforts in other media as necessary.
- Reporting
 - Partner with Business Strategy & Analytics, Ticketing Office, Digital Media, and Retail to develop and execute a tagging strategy that ensures all campaigns are measured and tracked appropriately across KPIs
- Misc.



- Identify, document and share best practices for digital, automated and personalized marketing across the sports industry and beyond

Qualifications:

- Bachelor's degree in marketing, communications, business, or related field
- 4+ of years of experience with email or SMS marketing tools, trends, and best practices (Eloqua, Dynamics, Moveable Ink, etc.)
- Understanding of marketing automation technology and tools (DMP, CDP, etc.)
- Working knowledge of HTML, CSS, JavaScript
- Ability to translate strategic targets into actionable target segments
- Exposure to digital, social, and programmatic marketing strategy, execution, and optimization
- Understanding of SEO and SEM strategy, experience executing and reporting on paid search campaigns a plus
- Optimistic problem solver, attracted to unique solutions to challenges or opportunities
- Strong verbal and written communication skills, including ability to share technical or data-based information in a simple and actionable way
- Fluent in Microsoft Office suite: Excel, PowerPoint, Word, Outlook, Teams
- Copywriting experience a plus
- Direct experience in sports and/or entertainment marketing or agency is a plus
- Experience with quantitative research and data in identifying trends, insights and opportunities a plus
- Familiarity with data management, CRM, and segmentation tools a plus
- Able to work non-traditional hours, in non-traditional settings. This includes in-season commitments that fall on weekends, evenings and holidays.

This list of position functions is not all-inclusive and may be supplemented or modified.