



JOB POSTING

Title: VP of Content and Innovation
Reports To: SVP, Marketing and Communications
Apply online: www.chicagobears.com/jobs

The Chicago Bears are looking for a strategic and creative focused executive with a vision and passion for developing sports content and programming. The VP of Content and Innovation will lead a cross-functional group to develop and execute multiplatform content ideas to drive fan engagement through thought leadership around content development, engagement practices, measurement, process, and monetization. The role will be responsible for overseeing strategy, supporting implementation, and analyzing metrics for both traditional (TV, radio) and growth (web, app, social) channels. Collaborating with the SVP, Marketing and Communications and integrating strategies with other VP's will be vital to ensure the marketing, content, and communications teams produce consistent, forward-thinking touchpoints for fans while keeping revenue generation top of mind. The VP of Content and Innovation will oversee operations of the following departments: digital media, content & production, and social media.

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:

Strategy & Leadership

- Elevate the Chicago Bears brand through a cohesive multi-platform content strategy and calendar based upon current and emerging trends
- Communicate a unified vision and shared goals across all content-producing groups that encourages efficiencies and best-in-class thinking
- Inspire great creative by harnessing the strengths of content creators to leverage content and assets across channels
- Ensure we set the standard in quality programming across sports and entertainment properties
- Leverage audience insights to amplify the voice of each content channel and produce unique, compelling, and brand-appropriate ideas
- Integrate collective content strategy with club's annual marketing strategy, goals and objectives
- Maintain inclusive approach, encouraging feedback from all staff across all internal content departments in addition to external departments
- Work in partnership with sales, analytics, marketing, and communications teams to drive revenue opportunities that have a measurable business impact
- Set clear KPIs against all channels and tactics, establish benchmarks to track progress in real time
- Respond to, solve, and make decisions that have broader impact with a solution-oriented mindset
- Increase efficiency and productivity through operational integration and technical innovation
- Assist in budget process across all content departments
- Understand and relay to staff topics that are sensitive to our football operation and work with Football Comms team to find solutions that provide exclusive content without compromising the club



- Evaluate programming across all departments to ensure they remain progressive and meet overarching team goals and priorities
- Stay informed on the latest industry best practices for media, storytelling, content strategy, social platforms, emerging technologies, and more
- Train, inspire and lead staff by providing clear, direct, and actionable feedback
- Act as liaison for club with NFL on content related matters, be expert on all NFL content policies
- Support the club's Diversity & Inclusion initiatives by fostering a welcoming, inclusive, and supportive atmosphere where staff are encouraged to be their authentic selves

Digital Media

- Support long-term vision and growth plan for team's owned and operated digital channels (currently ChicagoBears.com and the official Chicago Bears mobile app) using current analytics and future trends
- Work closely with Director of Digital Media to identify new content opportunities with a focus storytelling and diverse stories and perspectives
- Support the monetization of digital content via collaboration with Corporate Partnerships team
- Develop written content plan with digital staff
- Collaborate with other departments (ie. Events, Community Relations, Tickets) to refresh or create new information centers across club's digital channels
- Support Digital Media Director in selecting vendors and establishing accountability measures for services provided to owned and operated channels

Content & Production

- Assist SVP with managing and nurturing relationships with local broadcasting partners Identify and execute broadcasting partnerships (specifically in the TV and radio space) as necessary
- Support the monetization of audio and video content via collaboration with Corporate Partnerships team
- Work closely with Content & Production Director to develop progressive audio and video programming specific to different delivery platforms (podcasts, YouTube, O&O, social media, etc.)
- Create clear engagement metrics to evaluate our audio and video programs
- Establish specific target audiences with assistance from marketing team for audio and video programming

Social Media

- Work closely with Director of Social Media on emerging trends, new social platforms, as well as the long-term vision for fan engagement via our current social channels
- Be a sounding board for new social ideas and provide actionable suggestions to amplify and extend the reach of social content
- Support the monetization of social content via collaboration with Corporate Partnerships team
- Assist Director of Social Media with establishing posting guidelines to create appropriate tone from club across all social channels
- Create clear engagement metrics to evaluate our social media programs
- Establish specific target audiences with assistance from marketing team for all social channels

Qualifications:

- Bachelor's degree in business administration, marketing, communications, or related field
- Minimum ten (10) years of experience in sports, media or entertainment



- Minimum ten (10) years of experience directly leading people, including the ability to motivate and inspire a team
- Minimum five (5) years of experience in leading content strategy and implementation
- Knowledge of traditional content (TV and radio) and media consumption patterns
- Strong experience in the digital space including websites, apps, social media, and 3rd party activation
- Great awareness of the latest trends in the changing media landscape, specifically in social media, emerging technologies, and new content solutions, plus a strong connection with entertainment and pop culture
- Creative mindset with an eye for audience-growing content and platforms
- Ability to craft and disseminate meaningful, data-driven insights by making data part of the decision-making process
- Ability to back up great creative ideas with sound analytical reasoning
- A team player who values collaboration and the success of the larger group
- Strong interpersonal skills and ability to interface effectively with varied levels of staff and business partners
- Have experience coaching, developing, providing feedback, and measuring performance of staff
- Proficiency in Microsoft Suite and strong computer skills
- Excellent writing and verbal communication skills
- Must have ability to work in a fast-paced environment
- Able to work non-traditional hours, in non-traditional settings. This includes all games that fall on weekends, evenings, or holidays.

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