



JOB POSTING

Position: Director of Digital Media
Reports To: VP of Content and Innovation
How to Apply: www.chicagobears.com/jobs

About the Role

Oversees and is responsible for the Chicago Bears official website, official app, and current and emerging digital platforms and assets. Guides future planning and future proofing of digital strategy. Leads and executes digital initiatives by working cross-functionally throughout the Bears organization. Responsible for maximizing content consumption and advertising/sponsorship revenue opportunities and enhancing fan utility functionality associated with the club's owned digital properties. Manages relationship with NFL Club Digital Media division and third-party digital vendors. This is a management position with direct reports, working primarily out of our headquarters in Lake Forest, Illinois. The role calls for non-traditional hours, including supporting all home and away games, events, and evenings as necessary.

Who We Are

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.

Our Commitment to Diversity, Equity & Inclusion

The Chicago Bears organization continues to deepen its commitment to establishing an inclusive, equitable work environment that reflects the diversity within our communities and fan base. We value, respect and appreciate diversity at all levels, on and off the field, and are guided by a vision of success that includes integrating diversity, equity, and inclusion into our club's DNA and culture.

Responsibilities

Digital Product Management

- Oversee strategy and functionality of team's official app
 - Work with staff to manage third-party developers
 - Lead development of user-first roadmap with internal stakeholders
 - Coordinate development and release of regular updates:
 - Coordinate concurrent release of features to minimize the number of updates in a year.
 - Assist in performing QA prior to all releases.
- Lead user experience and design thinking strategy to provide the optimal fan engagement experience. Develop new digital offerings that prioritize fans
- In conjunction with ticket office and all other departments activating the gameday experience, develop and manage digital venue and game-related utilities including but not limited to ticketing, wayfinding, concession programs, retail and fan engagement feature
- Work with staff to manage third-party companies to enhance the team's digital offerings
- Oversee strategy and functionality of team's official website:
 - Make recommendations to the NFL for improvements and bug fixes and communicate expectations for timelines and development
 - Work with staff to ensure layout, information structure, page creation, page updates and maintenance are kept in line with best practices and club standards
- Develop and maintain style guides for owned digital asset
- Develop and maintain advertising packaging strategy and inventory limits

CBFC is an Equal Opportunity Employer

Department Management

- Develop and execute business planning and budgeting for the digital media department. Oversee facilitation of all digital-related business needs.
- Supervise, support, and manage expectations for all digital media staff with a focus on formal and informal performance feedback
- Assign and delegate responsibilities for digital media staff
- Regularly conduct performance reviews. Play active role in professional development of staff.
- Facilitate opportunities for professional development for staff
- Work with legal department and data consultants to manage data privacy & security practices
- Actively participate in leadership development opportunities provided by the club

Content and Strategy

- Work with VP of Content and Innovation and other department heads to develop cohesive content strategy to entertain, educate and inform fan base
- Develop and update digital content strategy including monetization, promotion and data analysis
- Develop and maximize sellable content inventory:
 - Concept and implement recurring series likely to be consumed by global Bears fans
 - Strategize with sponsorship department and fulfil inclusions for maximizing value to partners
 - Maintain data reporting on sponsored and sellable content for performance evaluation, recapping and prospecting purposes
- Monitor local market, other teams and leagues to keep up on best practices and creative innovation
- Perform other duties as assigned

Qualifications:

- Bachelor's degree required; advanced degree preferred
- Eight+ years of digital experience leading app and site strategy; sports and entertainment experience preferred
- Five+ years of experience directly leading people, including the ability to motivate and inspire a team
- Great awareness of the latest trends in the changing digital landscape; 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
- Ability to critically assess partner objectives; architect and present digital solutions to meet those objectives
- Project Management certification a plus
- Proficiency in Adobe Analytics, Microsoft Suite and strong computer skills; HTML and CSS proficiency preferred
- Must have ability to work in a fast-paced environment, managing multiple priorities while keeping key constituents in the loop
- 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.