

CHICAGO CUBS POSITION DESCRIPTION

Position: Senior Coordinator, Promotions
Department: Marketing
Reports To: Assistant Director, Integrated Marketing
FLSA: Non-Exempt

ROLE

The Senior Coordinator, Promotions will assist in executing day-to-day responsibilities designed to serve as fan touch points with the Cubs brand. This role will specifically support promotional products, theme night activations and ticket revenue innovation.

RESPONSIBILITIES

- Work closely with Marketing, Corporate Partnerships, Ticketing, Facilities and Ballpark Operations to coordinate the game day promotional item process, from item ideation through delivery.
- Drive concept development for ballpark giveaways, theme nights and other marketing and corporate partner content activations.
- Research and develop new ideas to promote the expansion of the Cubs brand footprint, including increased utilization of the promotional schedule and other partner activations for earned media and fan engagement opportunities.
- Assist the Ticketing department with additional support to help drive awareness for theme nights, inclusive of preparation for on-sale, redemption, and post-event recaps.
- Cubs point of contact for the newly created College Ambassador program to help market and grow the younger fan base
- Handle all communication with vendors and coordinate shipping/receiving logistics.
- Source internal and other out-of-ballpark promotional product requests and coordinate external creative approval requests.
- Respond to fan inquiries by means of various points of engagement with the Cubs brand.
- Actively contribute to the goals of the Marketing Department and the organization to promote the Chicago Cubs brand throughout the community.

REQUIRED QUALIFICATIONS

- Bachelor's degree in marketing, business or similar from a four year accredited university.
- Demonstrated ability to show creative and organizational skills, with a proven ability to follow through on all tasks and projects.
- Ability to prioritize workload; take ownership and administer projects with little guidance.
- Proven ability to function in a fast-paced environment, handle multiple assignments and adhere to deadlines.
- Demonstrated strong verbal, written and communication skills.
- Proficiency with Microsoft Word, Excel, PowerPoint and Outlook.
- Proven ability to maintain confidentiality in the workplace.
- Flexibility to work a varied schedule to include evenings, weekends and holidays.

DESIRED QUALIFICATIONS

- 3+ years experience in promotional marketing and event planning execution.
- Basic knowledge of Adobe Photoshop and ability to perform common graphics creation and modification tasks such as resizing, file conversion, text layout and retouching.
- Self starter with a positive attitude and high level of professionalism.
- Excellent interpersonal and team building skills.
- Ability to operate under pressure and meet tight deadlines.
- Strong baseball knowledge and understanding of Cubs history and fan base.

The Chicago Cubs are an Equal Opportunity Employer