



JOB POSTING

Job Title: Seasonal – Marketing
Department: Marketing
Reports To: Director of Brand Insights & Strategy
How to Apply: www.chicagobears.com/jobs

About the Role

The **Chicago Bears** are hiring a **full-time Marketing Seasonal** (temporary, hourly) employee to support the **Marketing Department** throughout the 2022 NFL season. As our Seasonal team member, you'll hone your sports marketing skills by working across the department on the planning and execution of a variety of fan- and brand-building programs. Your work will directly support the Marketing department's objectives of driving growth of the Bears fanbase, increasing the relevance of the Bears brand, and deepening our relationships with current fans. Candidates who are most successful in this role bring strong collaboration and communication skills, are well organized with their time and work, and offer fresh ideas and perspective on ways to grow our brand. This is a 40-week position that starts in May and is paid hourly. It is based primarily at our headquarters in Lake Forest, Illinois.

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 seasonal staff competitive hourly rates, hands-on experiences, and an environment where their talents and contributions are valued.

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

- Fan Development Initiatives
 - Help manage the day-to-day execution of key fan development initiatives (primarily the Chicago Bears Kids Club and Chicago Bears Crib Club, among others)
 - Ideate and request new content ideas that drive engagement with members of the Kids and Crib Club throughout the year
 - Manage the execution of sweepstakes and other programming that drive Club membership growth and deeper engagement with Club members
 - Support year-round customer service, reporting, event planning, and gameday activation for the Chicago Bears Kids Club and Chicago Bears Crib Club programs
 - Work internally to build and deploy monthly newsletters to members of the Kids and Crib Club programs
 - Serve as the "on-site team lead" for event and gameday activations for the Kids Club and Crib Club
- Administrative Support
 - Work with Project Management to manage fulfillment and trafficking of Bears internal marketing assets to meet Bears initiative needs and partner requirements
 - Assist in development of recaps for various Marketing initiatives, including collecting and communicating metrics
 - Assist in tracking and organizing of departmental merchandise and other resources

CBFC is an Equal Opportunity Employer



- Occasional data entry from gamedays and various fan initiatives
- Perform additional duties assigned

Qualifications:

- Degree in Marketing or related field preferred but not required
- Strong understanding of business, marketing and advertising principles through school or work experience
- Strong time management and organizational skills, ability to work on multiple projects at all times
- Excellent collaboration and communication skills, including written and oral correspondence, and the ability to adapt to various personalities
- Ability to complete assignments in a very detailed and thorough manner.
- Basic understanding and working proficiency in Microsoft Office Suite (including Excel)
- Some travel to events within the Chicagoland area, as needed
- Exposure to or experience with marketing software (e.g.; Microsoft Dynamics, Eloqua, Marketo, Google Analytics, etc.) a plus
- Basic HTML coding ability a plus
- Prior sports experience a plus
- Prior copywriting or other digital/social content development experience a plus

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