

JOB TITLE: Integrated Marketing Manager
ORGANIZATION: Marquee Development
DEPARTMENT: Marketing
REPORTS TO: Assistant Director of Marketing
FLSA STATUS: Exempt

BACKGROUND:

Marquee Development is a full-service real estate firm that specializes in mixed-use sports and entertainment districts. We create world-class experiences in entertainment, hospitality, and sports through the development of iconic places. We strategically manage every aspect of a sports-adjacent mixed-use development with a best-in-class ability to curate the experience for the team, the fans, and the community. We bring a sports-operational mindset to traditional real estate development, and focus on the critical integration of team operations and real estate. We ensure the experience amplifies the brand of the district, while complementing and protecting the team brand to maximize long-term franchise value.

ROLE:

The Integrated Marketing Manager will support Marquee Development, a sports-focused, mixed-use entertainment district developer, in promoting Gallagher Way, adjacent to the iconic Wrigley Field, as well as new districts as Marquee Development expands its business to new markets. The Integrated Marketing Manager will implement event marketing and brand campaigns, optimizing cross-channel promotions to drive awareness, engagement, and footfall. This role will collaborate with the Marquee Development event programming team, as well as tenants, agencies, vendors, and team counterparts, to execute comprehensive, campus-wide initiatives. With a focus on digital marketing platforms, this role will ensure promotional efforts are cohesive and drive maximum impact.

RESPONSIBILITIES:

- Execute brand and marketing strategy for individual events and seasonal programming at Gallagher Way and other entertainment districts
- Manage promotional process for campus events and initiatives including development of timelines and creative assets, campaign execution, and pre- and post-event communications
- Compile, distribute, and present promotional plans and recaps for district marketing efforts
- Lead email marketing strategy including content development and deployment for key audiences
- Maintain district website(s) to ensure the most up-to-date, relevant information is readily available to visitors
- Implement lead generation and nurture strategy to grow district email database and social following and improve segmentation efforts
- Allocate internal and paid promotional assets to support brand awareness and event attendance
- Coordinate advertising flighting (out of home, broadcast, etc.) including media buying, scheduling placements, and trafficking creative assets

- Monitor and adjust marketing campaigns to apply industry best practices and optimize results within allocated budgets
- Ensure brand consistency through the development and distribution of creative assets and copy
- Manage day-to-day working relationships with public relations and digital marketing agencies
- Partner with event programming and sponsorship teams to ensure successful fulfillment of assets
- Liaise with tenant and team marketing representatives to support campus-wide initiatives

REQUIRED QUALIFICATIONS:

- A four-year undergraduate degree from an accredited university or college
- 5+ years of professional work experience in branding and/or marketing
- Excellent writing, proofreading, communication, and organizational skills with meticulous attention to detail
- Demonstrated competency in managing the promotional process from concept through execution in a fast-paced, rapidly changing environment
- A strong grasp of modern-day marketing best processes, including working familiarity across digital and traditional platforms
- Hands-on experience and proficiency in email marketing
- Fluency in Microsoft Office programs as well as Pardot or similar email marketing platform
- Experience managing event-specific and annual budgets
- Demonstrated ability to maintain confidentiality of sensitive information
- Willingness and ability to work non-traditional hours

PREFERRED QUALIFICATIONS:

- Experience working with sports, entertainment, and/or hospitality brands
- Experience using Adobe Creative Suite, Contentful, web/social analytics tools, and/or marketing automation software
- Working knowledge of Chicago's cultural arts, music, festival, and culinary scene