



Company Description:

Wilson Dow is a creative production agency celebrating 30 years of connecting global brands with their key audiences in live, virtual, and hybrid settings. A privately-owned agency, our team is a collection of strategists, writers, artists, directors, choreographers, etc. – hailing from the highest ranks in entertainment, business, production, and learning – whose passions are driven by engaging, uniting and activating audiences through *The Power of Live™*. Learn more at www.wilsondow.com.

Title: Marketing Communications Manager

Reports to: Chief Marketing Officer

Position Profile:

The Marketing Communications Manager will be responsible for managing and executing Wilson Dow's brand marketing strategy to raise awareness, establish industry credibility, and position Wilson Dow as a thought leader. This position serves as an ambassador of the agency to the industry in both person and through creative writing focused on promoting the agency's core capabilities through awards entries, social media / web content, and PR opportunities (speaking engagements, earned media, etc.).

Responsibilities:

- Collaborate in creating a marketing strategy (multi-year plan) and fully manage that execution of that plan.
- Develop a strong understanding of Wilson Dow's client portfolio, core capabilities, and value proposition across all targeted verticals and departments.
- Create and curate a relevant, targeted media mix for consistent brand awareness in the events industry.
- Research, identify, and apply for awards by submitting work product, executive team members, agency culture, and other recognition that would further promote Wilson Dow's positioning as an industry leader.
- Collaborate with all internal teams, especially graphic design, digital, and video to create social media and awards content.
- Maintain relationships with industry associations and media, identifying PR opportunities for earned media.
- Track all social, awards, and sponsorship costs, and update the Marketing Budget.

Job Requirements:

- Bachelor's degree or equivalent in marketing, communications, PR, or a related digital marketing field.
- 3+ years working in PR, brand marketing, or social media.
- Proficiency within HubSpot, our new platform
- Agency experience preferred.
- Strong writing & comms skills. Experience authoring content.
- Strong cross-functional partnership experience. Must be able to project manage, collaborate, and enjoy working across multiple internal teams such as design, production, sales, and more.

Personal Requirements:

- Self-directed and proactive
- Ability to cultivate and maintain productive working relationships with external industry partners and media.
- Ability to problem solve independently and with others.
- Ability to manage multiple priorities at once, anticipate what's next, and thrive being a self-starter.
- Effective verbal and written communication skills with exceptional attention to detail.
- Interest or passion for the experiential and events industry.

Compensation: Commensurate with experience. Wilson Dow offers a comprehensive benefits package including medical, dental and vision insurance, disability and life insurance, 401(K) Plan with a company contribution, and paid time off.

Travel: On occasion, nationally.

Location: Chicago

To apply, please fill out the form labeled 'Join Us' at this link: <https://wilsondow.com/who-we-are/>

Wilson Dow is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.