

Company Description:

Wilson Dow is a creative production agency celebrating 25 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 Coordinator

Reports to: Vice Presidents, Account Services

Position Profile:

The Marketing Communications Coordinator will be responsible for managing Wilson Dow's brand marketing strategy to raise awareness, establish industry credibility, and position Wilson Dow as a thought leader. This position is a creative writing-heavy role, focused on promoting the agency's core capabilities through awards entries, social media and web content, and PR opportunities (speaking engagements, earned media, etc.).

Responsibilities:

- 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 design, digital, and video to create social media, monthly blog, and awards content.
- Maintain relationships with industry associations and media, identifying PR opportunities for earned media.
- Project manage and support design teams with sales enablement materials creation (capabilities decks, branded templates, etc.).
- Track industry trends and conduct competitive research to draw actionable insights.
- Collaborate with Digital team on:
 - Website updates, content creation and curation.

- Tracking social analytics, reporting on key insights providing future-forward feedback.
- Drawing actionable website insights using Visual Visitor & Google Analytics.
- 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 agency experience preferred.
- Experience authoring content and owning marketing channels.
- 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.
- Ability to learn and articulate the brand and corporate values through communications strategy.

Personal Requirements:

- 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. Learn quickly and feel comfortable working in ambiguity, with little direction and making decisions on your own.
- Effective verbal and written communication skills with exceptional attention to detail.
- Interest or passion for the experiential and events industry.
- Previous experience with reporting or analyzing performance a plus.

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.