



## Events & Marketing Manager

### MB Real Estate

**Contact Name:**

**Contact E-mail:**

**Contact Phone:**

**Closing Date:**

**Salary:** Salary varies based on experience

#### **Description:**

**Company Overview:** Founded in 1982, MB Real Estate Services Inc. (MBRE) is a nationally recognized full-service real estate organization that provides multifaceted expertise in asset and facilities management, leasing services, project and construction management, tenant representation, and investment services. MBRE specializes in comprehensive real estate strategies for some of the nation's fastest-growing companies and well-respected building owners. MBRE is headquartered in Chicago and represents a diverse set of clients in the local, national, and international markets. For more information, visit [www.mbres.com](http://www.mbres.com). Find out how MBRE leverages unique opportunities to maximize long-term value by following us on Facebook, Instagram, Twitter, and LinkedIn.

**Position Overview:** The Marketing and Events Manager will oversee the marketing strategy of Maggie Daley Park, as well as the management and operations of the Events & Facilities Management division for Maggie Daley Park, on behalf of The Chicago Park District. This position reports directly to the MB Real Estate SVP/General Manager of Maggie Daley Park.

#### **Responsibilities:**

- Generate revenue on behalf of the Chicago Park District through public and private event rentals, athletic, film, promotional, and wedding ceremony, field trip and product activation permits, as well as sponsorship and advertiser opportunities
- Organize and supervise all private events and meetings, including client relations; event set-up and logistics; technical services; security and custodial needs; and outside vendor coordination
- Advise internal divisions, outside clients and vendors on best practices for items such as floor plans, technical services and load-in/load-out procedures
- Review and approve all contracts, certificates of insurance, and invoicing procedures for each permitted activity
- Coordinate staffing needs and schedule with the appropriate vendors
- Manage all vendor program calendars and work collaboratively to share space and resources
- Respond promptly to all sales leads and handle all administrative requests as needed
- Create and maintain strong working relationships with outside vendors, planners and clients; attend networking events through existing membership organizations

- Represent Maggie Daley Park at hospitality and other industry trade shows
- Maintain and refresh Maggie Daley Park branded retail items
- Adhere to policies and procedures set forth by The Chicago Park District
- Serve as a key representative and liaison for The Chicago Park District divisions and tenants
- Generate and maintain all reports requested by MB Real Estate and The Chicago Park District
- Manage all marketing needs for Maggie Daley Park with The Chicago Park District; this includes all seasonal activities, and cross-promotions when applicable
- Work with the MBRE marketing department to:
  - Handle all print and digital marketing materials and meeting print deadlines
  - Maintain the Maggie Daley Park website
  - Create relevant and innovative content for social media platforms to drive consumer engagement; post regular daily messages via Facebook, EventBrite, Twitter and Instagram
  - Manage production of monthly newsletter, all promotional materials, sales collateral, and park signage
- Acquire sponsorship or underwriters for Maggie Daley Park events
- Responsible for customer service and general inquires through the monitoring of the park email account
- Perform other duties as required and/or requested

Qualifications:

- Bachelor's degree or equivalent experience/education required
- 5+ years of previous event marketing experience, with at least three years of supervisory experience
- Comprehensive knowledge of event planning, logistics and fee structures
- Ability to multi-task a large number and variety of permits while simultaneously meeting critical deadlines
- Strong interpersonal and customer service skills
- Excellent problem-solving and decision-making skills
- Ability to work occasional weekends and/or evening hours as required
- Proficiency in Microsoft based software
- Strong presentation/public speaking skills
- Experience managing local, national and international media relationships
- WordPress and Google Analytics experience
- Experience with social media scheduling tools such as Hootsuite is a plus
- Experience with MailChimp is a plus
- Ability to develop and maintain the marketing budget and remain knowledgeable on the overall operating budget

MB Real Estate offers a competitive benefits package including but not limited to employee and dependent health insurance options, generous paid time off, paid parental leave, discretionary employer 401(k) match and financial wellness coaching. For consideration, please complete the

online application. We will contact applicants who meet our requirements. No phone calls please.

MB Real Estate is an equal employment opportunity employer. We value an environment of mutual respect and understanding. We do not discriminate on the basis of race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under federal, state, or local law.