

## Content Management Coordinator Job Description

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**Start Date: September 2023**

**End Date: Through 2024 Chicago Auto Show (March 2024)**

**Location: In-office role (18W200 Butterfield Rd., Oakbrook Terrace, 60181)**

**Hours/pay: 40 hours per week (9a-5p); paid hourly**

### Digital and Social Media

- Work with Director of Marketing and Communications/Marketing Manager on strategic digital campaigns (Chicago Drives Electric Fall EV Drive, Chicago Auto Show, etc.)
- Develop post-campaign reports including key social metrics including total impressions, reach, engagement, actions, conversions, etc.
- Manage a weekly content across platforms including Facebook, Instagram, Twitter, and TikTok
- Create and post content for multiple accounts including Chicago Auto Show, Drive Chicago, and Chicago Drives Electric
- Responsible for creating new content that includes photos and short form video
- Sharing news content related to the auto industry
- Generate new ideas and stay on top of the latest social trends for maximum engagement
- Regular monitoring of social media posts that includes screenshots and tracking engagement

### Marketing/Sponsorships

- Assist the Director of Marketing and Communications/Marketing Manager with fulfillment and execution of sponsorship requirements
- Assist with sponsorship recaps for the Chicago Auto Show
- Assist in building targeted sponsor lists and finding appropriate contacts
- Join Director of Marketing and Communications/Marketing Manager on prospective vendor pitch meetings
- Assist in creating PowerPoints and other forms of presentations for manufacturers/exhibitors, sponsors and dealer/allied members

### Membership Communication

- Help write and produce content for association member e-newsletters and other electronic communications

### Website, Technology and Media Credentials

- Maintain vehicle listings on ChicagoAutoShow.com
- Review and facilitate media credential requests surrounding the Chicago Auto Show
- Maintain news postings on auto show and association websites

### Key Events

- Chicago Drives Electric: Fall EV Drive (Sept. 28 – Oct. 1, 2023)
- First Look for Charity Media Preview (January)
- Friday Night Flights Media Tasting (January)
- Chicago Auto Show (Feb. 8-19, 2024)
  - o Media Preview
  - o First Look for Charity
  - o Miles Per Hour
  - o Friday Night Flights

**Interested in joining our dynamic team?** Please send your resume and qualifications to [opportunities@drivechicago.com](mailto:opportunities@drivechicago.com) with the role title in the subject line.

