

Marketing Coordinator

Organization: Northalsted Business Alliance (NBA), a 501(c)6 nonprofit

Reports to: Executive Director

Status: Full-Time

About the Role

Ready to market one of Chicago's most iconic districts? As our Marketing Coordinator, you'll be the creative force behind the Northalsted Business Alliance, the Chamber of Commerce representing Chicago's Proudest Neighborhood. You will design and manage year-round and event-focused campaigns that draw in visitors and customers, collaborate with the owners of legendary local businesses, and shape the story of this vibrant community. You will also develop strategies, oversee creative production, manage vendors and contractors, and ensure consistent, impactful branding across all Northalsted channels. This is your chance to make a tangible impact, driving projects that support our business members and celebrate the spirit of Northalsted!

Key Responsibilities

- Develop and implement marketing campaigns to increase the customer base of member businesses, drive tourism/visitorship, and encourage participation in Northalsted events, festivals, and neighborhood programs.
- Create and manage content (and content creators) across digital, print, and social media platforms with a consistent and compelling brand voice.
- Ensure brand consistency across all communications and materials.
- Track performance metrics (KPIs) and provide regular reports.
- Build and maintain strong relationships with media, agencies, vendors, and sponsors to amplify our message and grow our reach.
- Support sponsorship marketing efforts with data and collateral.
- Collaborate with NBA committees, staff and independent contractors to bring ambitious projects to life.
- Perform other secondary duties as required, such as general office operational support, internal/external communications, and member support services.

Qualifications

- Bachelor's degree in Marketing, Communications, or related field (or equivalent experience).
- Minimum 2 years of marketing experience with a proven track record in event promotion, social media management, and digital content creation.
- Experience managing projects, deadlines and budgets
- Excellent written, verbal, and visual communication skills.
- Knowledge of digital marketing tools (schedulers, communication platforms, analytics, etc.).
- Familiarity and ability with Adobe Creative Suite, Canva, WordPress, and social media platforms preferred.

Schedule & Location

- Office hours: Monday–Friday, 9:00am–5:00pm, with some evenings and weekends required.
- Required to work major annual events including Chicago Pride Fest (June), Northalsted Market Days (August), and Haunted Halsted Halloween Parade (October) and additional small-scale evening and/or weekend events.
- Location: Chicago, IL 60657

Compensation & Commitment

- Salary commensurate with experience.
- The Northalsted Business Alliance provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

How To Apply

Visit our Indeed job page and submit your resume and cover letter at:

<https://www.indeed.com/viewjob?jk=f42d2a8fc9c1f0ad>

Please do not email or call for the status of your application. Only candidates being considered for the position will be contacted.