

Adeline's

SEA MOOSE

A CHICAGO PRIVATE YACHT RENTAL

Job Description

Event Coordinator, Marketing Project Manager, Content Creator and Curator

Company Overview

Chicago Private Yacht Rentals Inc. is a luxury private yacht rental company. We curate and host the most extravagant, intimate, and unique chartering experiences for our clients, ranging from celebration and fireworks cruises, corporate entertainment, private fine dining, to wedding ceremonies, and everything in between. Our private yacht, *Adeline's Sea Moose*, is docked in Chicago's historic Burnham Harbor. She remains a true private 68 foot yacht, which provides a strong statement when it comes to making a first class impression. Our exquisite vessel boasts panoramic views of the city from two separate decks, and her full bar and lounge can be opened up to the elements. Her expansive entertaining spaces, both in and outdoors, make her a perfect venue! While aboard, our attentive and professionally trained crew are on hand to cater to all of our client's needs. Our office is located in Lincolnwood, where all the fun and imagination brews. Visit our website to learn more here: www.adelineseamoose.com

This Role and Opportunities

In this role, you have the incredible opportunity to join a small team of ambitious entrepreneurs, who are truly passionate about event management, first-rate hospitality services, and marketing. You will get to work in a variety of business functions, utilize and sharpen a diverse set of skills, and have daily chances to freely explore your creativity in multiple ways. This position reports to the CEO and the Operations Supervisor, and serves as a strong advocate of the company. We are looking for a qualified candidate who will think outside of the box, who is eager and driven to learn and grow, and who is ready to bring fresh perspectives and value to the organization.

Core Responsibilities *(Including but not limited to)*

Marketing Project Management *(duties all year round, heavier during winter season, November—March)*

Digital Marketing

Content Marketing & Blog Management

You will...

- Hire, oversee, collaborate, and communicate directly with content writers in producing high-quality, valuable, and relevant articles. This effort functions to connect and build trust with our audience, increase sales and lead generation, and drive website traffic.
- Create weekly articles proposals and delegate writing assignments to appropriate content writers.
- Manage and update the company's idea repository to capture article topics and ensure an influx of blogging ideas. You will work with the team in conducting keyword research, using tools such as Adwords Keyword Planner and Google search suggestions to build out content strategy.
- Develop and manage the editorial calendar, monitor progress, and report financial expenses.
- Finalize, curate and optimize page content through Search Engine Optimization efforts.

Social Media Marketing & Management

You will...

- Develop social media calendar and implement strategies across multiple channels, curating eye-catching content that exhibits our brand's identity. (Primarily Instagram, FaceBook, and Pinterest)
- Manage and organize a constant influx of images, create efficient workflow to consistently post.
- Monitor reach and engagements, test and analyze data to translate findings into actionable and informed next steps.
- Always be curious in keeping up-to-date with trends, design tools, new features, and research. Regularly suggesting new methods to test out that aligns with company goals.

Listings Management

You will...

- Assist the Operations Supervisor in organizing and managing all business listings' passwords, portfolio presence, and updates across multiple categories (overnight stays, meetings, film venues, event venues...etc.)
- Consistently monitor and keep all pictures, descriptions, videos, and page elements up-to-date to ensure a searchable and reputable online presence.
- Maintain and foster great vendor relationships with listing partners in optimizing advertising opportunities for features and exposure.

Email marketing

You will...

- Develop, plan, and execute seasonal email marketing strategy and manage workflows including calendar, automation, list hygiene, content creation, cross-platform optimization, and tracking.
- Create and design visually pleasing, valuable, and promotional email campaigns that connect with our audience and elevate our brand to stay top-of-mind.
- Closely monitor key metrics such as open rate, CTR, bounce rate, unsubscribing rate, conversions, spams, forwarding rate, and engagement. You will test, analyze, and report campaign performances and recommend best practices to ensure continuous improvement.

Offline Marketing

Print Marketing Collateral, Gifts Design and Distribution

You will...

- Assist the CEO and Operations Supervisor in executing and bringing to fruition their marketing collateral ideas across multiple print mediums.
- Create, design, and produce various genres of print material such as rack cards, brochures, postcards, gift certificates, saddle stitch booklets, cards, information packets, and others.
- Create, design, and assemble gift packages, gift bags, and folders. You will manage multiple projects and distribution efforts to raise client retention rate and brand awareness.

Attending Tradeshows

You will...

- Participate in partnership showcases hosted by industry leaders, such as ChooseChicago conferences, and serve as the representative of our company in networking.
- Research key industry tradeshows in the city, and propose recommendations and attendance plans to leadership.

Reaching Out and Building Relationships

You will...

- Create digital and collateral marketing material to present to specific influencers and agencies that may assist in referring leads.
- Build and foster strong relationships with targeted partners to raise lead generation and enrich industry authority. These partners include but are not limited to luxury travel agencies, location scouts, wedding planners, event planners, influencers, leisure bloggers, and artist managers.

Event Management *(duties heavy during summer season, April–October)*

Event Booking, Planning, and Sales

You will...

- Interface with leads, foster client relationships, and advance prospects to customers through informative and friendly client venue tours.
- Assist the Operations Supervisor in responding to email and phone inquiries, and compose estimates, invoices, authorization forms, and charter rental agreements.
- Work with clients one on one in planning and bringing to fruition their unique, entertaining, customized, and luxurious chartering events.
- Create event outlines that communicates client's specifications, preferences, and event logistics.

On-Site Event Coordination

You will...

- Serve as the event photographer in producing high-quality client photo galleries with proficient technical ability (including Adobe Lightroom or other post-production software), and an artistic eye for desirable composition.
- Manage and maintain all on-site inventory such as bar-stocking, plastic ware, and special request elements. You will oversee transportation of all Jetro items to the venue for events.
- Be in charge of timely and efficient venue set-ups and tear-downs, act as the main point of contact for vendors such as Halls, BBJ, Flower for Dreams...etc.
- Be present, show up early, and be ready to go for all chartering events. You will manage on-site event staff to ensure top quality customer service and professionalism.
- Participate in regular Man Overboard Drills and CPR Training.

Additional Office Administration *(duties all year round)*

You will occasionally...

- Deposit checks at the Bank.
- Write check, copy, or mail them.
- Assist in bill payments, licensing, and ordering equipment.
- Design and order business supplies such as envelopes, business cards, tote bags, and epaulets.
- Assist the Operations Supervisor (Sam), in miscellaneous administrative tasks and errands.
- Assist in content creation, marketing initiatives, and special design projects for Adeline's House of Cool—a privately owned Vacation Rental Home in Wisconsin.
- Participate in office-wide meetings, sharing your skills with colleagues in other branches.
- Assist the Operations Supervisor in planning and executing efficient meetings, and composing meeting agendas and notes.