

01.08.2025 - Auslandshandelskammern

## Coordinator, Marketing & Communications - GACC Midwest/AHK USA-Chicago

 Full-time/Part-time: Fulltime

 Location: Chicago

Apply at:  
[goodman@gaccmidwest.org](mailto:goodman@gaccmidwest.org)

The continuing mission of the German American Chamber of Commerce® of the Midwest (GACC Midwest/AHK USA-Chicago), a 501 (c)(6) organization headquartered in Chicago with a branch office in Michigan, is to promote and assist in the expansion of bilateral trade and investment between Germany and the Midwestern region of the United States. Our organization combines elements of a trade commission, a membership association, and a professional consultancy - quite a unique concept in international trade promotion. Read more about our organization at [www.gaccmidwest.org](http://www.gaccmidwest.org).

The German American Chamber of Commerce® of the Midwest (AHK USA - Chicago) is currently seeking for a Coordinator, Marketing & Communications.

---

## About the position

The Coordinator, Marketing & Communication supports public relations and marketing initiatives for GACC Midwest, helping to strengthen brand awareness and engagement across target audiences. This role is ideal for a detail-oriented and creative marketing professional eager to contribute to content creation, event promotion, and strategic communications.

The position reports to the Director Marketing & Events, will work closely with all departments to execute marketing campaigns, manage social media engagement, and assist with brand messaging for events, services, and initiatives of GACC Midwest. This role requires a mix of analytical thinking and creativity to drive engagement, enhance communication, and supports sales initiatives such as advertisements and sponsorships.

### Responsibilities may include, but are not limited to:

- Assist in executing marketing and PR strategies across multiple platforms (LinkedIn, YouTube, website, publications, etc.).
- Create engaging and visually appealing content for social media, for GACC Midwest's events, services, and initiatives.
- Support GACC Midwest's social media activities by managing posts, engaging with followers, and building online community interaction.
- Assist with media outreach, PR initiatives, and brand representation.
- Collaborate across departments to support promotional campaigns and marketing efforts.
- Manage GACC Midwest's website, English and German version
- Manage the development and publication of GACC Midwest's annual signature publication "Midwest Report" including revenue generating e.g. selling advertisements, sponsorships
- Manage newsletters, email marketing campaigns, and customer engagement initiatives.
- Monitor and report on media campaign performance, including website updates and SEO.
- Assist in event marketing, sponsorship coordination, and advertisement sales.
- Conduct market research to identify trends and opportunities for growth.
- Edit and manage multimedia content, including videos, images, and reels.
- Support events through photography, video, and live social media coverage.
- Maintain clear communication on project timelines and optimize workflows as needed.
- Conduct market research to identify trends and opportunities for growth.

---

## Required qualifications

- Bachelor's degree in Marketing, Communications, Business, or a related field. (Demonstrated success & experience in desired field accepted in lieu of degree).
- 1-3 years of experience in marketing, communications, content creation, or a related area.
- Strong organizational skills with the ability to multitask and prioritize.
- Excellent English and excellent German language skills, both written and verbal (Required)
- Understanding of B2B marketing concepts and digital marketing best practices.
- Experience in content creation, public relations, and social media management.
- Analytical mindset with the ability to optimize marketing strategies.
- Collaborative team player in a dynamic work environment.
- Familiarity with event marketing, sponsorships, and business development is a plus.
- Proficiency in Microsoft 365, Adobe InDesign, Photoshop, Premiere Pro, as well as Canva, WordPress.
- Basic knowledge of website and social media analytics.
- Customer-focused approach with strong communication skills.
- Willingness to work occasional evenings and weekends for events and deadlines.
- Limited travel required for projects and events.
- This position is ideal for an enthusiastic and motivated marketing professional looking to grow their career in an international business environment while contributing to impactful marketing and communication initiatives.

---

## What we offer

### Why GACC Midwest?

At GACC Midwest, we believe that our benefits should make a difference - to you, your job, today and in the future. We are dedicated to supporting our most valuable asset, our employees!

- Team spirit instead of rigid hierarchies
- Competitive vacation policy, starting with 20 days, increasing with seniority up to 30 days
- 14 paid holidays including Martin Luther King Day, President's Day, Good Friday, Memorial Day, Juneteenth, Independence Day, Labor Day, Indigenous Peoples' Day, Thanksgiving Day, plus additional days around Thanksgiving and Year End
- Health insurance with multiple plan options and networks (BlueCross / BlueShield HMO, PPO, HSA) & Guardian dental and vision
- 401(k) matching with a competitive, discretionary employer contribution
- Company-paid Life Insurance + AD&D/additional voluntary life + AD&D (also for spouse and children)
- Wellness incentives: access to fitness center and complementary yoga classes
- Paid Parental Leave
- Company-paid Long-Term Disability
- FSA Health Care and dependent care
- FSA commuter (transit and/or parking)
- Goal oriented bonus plan
- Plus: Work from Home Policy, Flex-Time Policy
- We offer German classes in collaboration with the Goethe Institute

We welcome and encourage diversity in our workforce. GACC Midwest is an equal opportunity employer and will consider all applications without regards to race, gender, age, color, religion, national origin, veteran status, disability, sexual orientation, gender identity, genetic information or any characteristic protected by law. Potential employees are subject to background checks.

Please send your application to Aimee Goodman, [goodman@gaccmidwest.org](mailto:goodman@gaccmidwest.org).