Job Description

Job Title: Director of Partnership & Events  
Department: DD & CE  
Reports To: VP of Destination Development & Community Engagement  
FLSA Status: Exempt  
Revision Date: April 27, 2023  

POSITION SUMMARY
Directs and oversees development programs for the Destination Development & Community Engagement division to build awareness and generate interest in the destination. Coordinate partnership initiatives in collaboration with the other divisions of Visit Albuquerque. Strategically plan and execute partnership programs to meet the needs of the tourism industry and organizational goals and strategies.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Performs the following duties and responsibilities either personally or through the management of subordinates. Performs other related duties as required or assigned.

- Formulates and executes the mission and goals of the partnership development division of Visit Albuquerque.
- Generates private sector revenue for Visit Albuquerque through the development of concepts, programs and partnership initiatives. This may include sponsorships, corporate agreements, print and digital advertising, and new partnership strategic programs as recommended.
- Oversees and manages partner relations, including communication channels, opportunities, education, events, escalations and problem solving, negotiations, and trade agreements. Brings opportunities to collaborate with the organization to our partners, and opportunities for the organization from the community.
- Develops data–driven decisions in the area of recruitment, engagement and retention, a results-oriented mindset analyzing trends and KPIs to adjust strategy or process to benefit the goals of our engagement driven partnership program.
- Maintain and continue to develop a strong understanding of both business to consumer and business to business marketing practices.
- Oversees the development and management of partnership programs designed to generate revenue and engagement. Actively engage in industry education and best practices to ensure the quality of our services.
- Working with the Vice President of Destination Development & Community Engagement, establishes goals for all employees in the department and ensures progress. Excellent track record in change management and project management.
- Actively networks with peers and maintains strong professional relationships with Visit Albuquerque.
• Serve as lead event coordinator for high visibility organization events, including Annual Meeting and Partner Business Exchanges, or other industry events hosted by Visit Albuquerque.

• Direct supervision of up to 3 staff members. Carries out supervisory responsibilities including employment, training, assigning and directing work, appraising performance, rewarding and disciplining employees and addressing complaints and resolving problems.

• Contributes to a positive workplace environment by demonstrating superior customer service skills in dealing with internal and external customers, speaking positively when referring to Visit Albuquerque, and acting and speaking in a courteous and professional manner at all times.

QUALIFICATIONS

Education/Experience
Bachelor's degree (B. A.) from four-year college or university; 10 years related experience and/or training; or equivalent combination of education, experience and training.

Required/Acquired Skills, Knowledge and Competencies

• Knowledge and appreciation of Albuquerque

• Demonstrated ability to lead, manage and develop staff.

• Strong written, verbal and presentation communication skills; demonstrated ability to positively interact with Visit Albuquerque partners, Board of Directors members and industry representatives.

• Demonstrated strong sales, negotiating and decision-making skills.

• Ability to learn industry-specific organization software.

• Working knowledge of MS Office software.

• Ability to interact tactfully with the public and other Visit Albuquerque clients and represent Visit Albuquerque in a professional and positive manner.

• Must be able to prioritize and handle multiple tasks.

• Knowledge of membership organizations, business community and the Hospitality and Tourism industries helpful.

• Has strong database skills and is willing to learn and manage partnership database software.

• Must be able to handle and prioritize multiple tasks.

• Skills and ability to operate general office machines such as computer terminal, typewriter, fax, copiers, telephone, etc.

• Ability and willingness to establish and maintain accurate filing systems.

• Demonstrate professional and ethical conduct at all times in accordance with Company policy.

• Demonstrated strong written, verbal and presentation skills
• Demonstrated ability to effectively present information and respond to questions from groups, clients, customers, and the general public.

• Must have reliable transportation and be able to travel to and visit off-site businesses.

• Must be able to work off hours on occasion.

• Must maintain a professional appearance at all times keeping within industry standards.

PHYSICAL DEMANDS
Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of the job.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee frequently is required to stand and walk. The employee is occasionally required to reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and ability to adjust focus.

WORK ENVIRONMENT
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently exposed to outside weather conditions. The noise level in the work environment is usually moderate

ACKNOWLDEGEMENT

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an all-inclusive statement of duties, responsibilities or requirements and does not imply a contract.

I have read and understand all of the elements of the above-stated Position Summary, Essential Duties and Responsibilities, and Qualifications of this position. By signing this job description, I acknowledge and agree to these requirements.

Signed By: ___________________________ Date ___________________________
Employee Name

Approved By: ___________________________ Date ___________________________
President & CEO

HR Init. & Date ___________________________