



Assistant Director of Partnerships

Job Summary:

Visit Annapolis & Anne Arundel County (VAAAC) is seeking an Assistant Director of Partnerships. This position plays a vital role in enhancing the local economy by connecting our partner businesses with meeting and event professionals, attendees, leisure travelers, tourists, and visitors. This role is responsible for partnership initiatives and exceptional customer service, while ensuring accuracy of partner information for Visit Annapolis & Anne Arundel County. Additionally, the Assistant Director of Partnerships serves as the Simpleview CRM Administrator. This position reports to the Senior Director of External Relations.

Key Responsibilities:

Partner Engagement:

- Develop strategies to engage partners, increase event participation, and enhance advertising revenue.
- Meet with businesses to understand their needs and explain the benefits of partnership.
- Recruit and retain new businesses through industry introductions, visits, and online partnership inquiries.
- Offer and promote additional marketing opportunities to partner businesses.
- In collaboration with the Sr. Director of External Relations, design processes and programs that ensure partners understand Visit Annapolis & Anne Arundel County's mission and stay engaged with the organization's efforts
- Create a partner engagement plan that includes annual visits to assess satisfaction and gather testimonials.
- Coordinate ongoing partner focus groups to collect feedback and recommend improvements.

Partner Communication and Customer Service:

- Design and implement a partner communication plan to gather event information and updates for marketing and social media.
- Conduct surveys to evaluate partner satisfaction and potential advertising rate adjustments; communicate findings to the team.
- Develop promotional packages and coupon opportunities for partners.

- Attend networking events, familiarization events, and other Visit Annapolis & Anne Arundel County gatherings as assigned.
- Provide excellent customer service and equip partners with appropriate marketing tools.

Simpleview/CRM Administration:

- Act as the Simpleview CRM Administrator.
- Update programs in the CRM database and ensure accurate partner information

Additional Responsibilities:

- Prepare departmental reports to support the strategic plan and ensure accurate tracking and reporting.
- Assist with deliverables associated with Visit Annapolis & Anne Arundel County's strategic partnerships.
- Attend industry trade shows as assigned by the Senior Director of External Relations and Executive Director.

Qualifications:

- Strong customer service experience in marketing or a tourism-related field.
- Three to five years of experience in the hospitality industry.
- Excellent written and verbal communication skills, with strong interpersonal and persuasive abilities.
- Familiarity with the Annapolis hospitality industry and a high level of creativity.
- Tact and courtesy in managing customer relations.
- Strong analytical skills to gather data and implement strategies.
- Availability to attend events during evenings and weekends as required.
- Bilingual candidates are encouraged to apply.

Salary & Benefits:

This full-time, exempt position offers a hybrid schedule and a competitive starting salary ranging from **\$65,000 - \$75,000** based on experience. In addition, VAAAC offers generous benefits, including 20 PTO days, 13 floating holidays, employer-paid (individual) health, vision, and dental benefits, 401(k) plan with 5% match (after 90 days), basic short-term disability and life insurance benefits (after 90 days), Employee Assistance Program, parking benefits and professional development.

To Apply:

Please submit a resume and cover letter to HRapplications@visitannapolis.org indicating **"Assistant Director of Partnerships"** in the subject line.