

# Golden Isles Convention & Visitors Bureau

**TITLE: Director of Partnership Development**

**DEPARTMENT: Marketing**

**REPORTS TO: CEO**

**BENEFITS PACKAGE: Full-time with medical, vision and dental insurance, life insurance, paid vacation and holidays, a generous 401K retirement package and use of a company car.**

## **KEY QUALIFICATIONS:**

- Bachelor's degree in Marketing, Communications, or related field.
- Minimum of 3 years in Sales, Marketing, Communications, or related field.
- Experience working with individuals at all levels of an organization.
- Proficient with IT, including computers, laptops and cell phones and most commonly used business software including Microsoft Word, Excel and Outlook, and any other software programs that are essential to the job function.
- A valid driver's license is required.

## **SUMMARY:**

The Director of Partnership Development is responsible for overall Partner investment in CVB marketing programs, cooperative marketing, and partner events. This position engages with destination Partners to further regional collaboration and support of the CVB's Partnership Program and Marketing plan. The Director looks for innovative partner programs and initiatives to drive partnership engagement forward. The Director is responsible for developing sponsorships for CVB programs and initiatives and selling co-operative advertising, Visitor Guide advertising and CVB partnerships. The Director of Partnership Development is also responsible for event coordination including the RSM Golf Tournament, the Hospitality Celebration, and the management of other destination development programs, events, meetings, and initiatives.

## **ESSENTIAL DUTIES & RESPONSIBILITIES:**

- Responsible for recruitment of new partners to the organization by identifying individuals, companies or industry sectors that are not partners; cultivating relationships; and converting those prospects into partners
- Directs the Partnership Department, including creating and managing annual budgets, managing the Partnership team, setting, and reaching sales goals and reporting relevant metrics
- Co-develops and sells critical destination marketing and branding opportunities including Visitor Guide advertisements to drive the goals of the Partnership Program.
- Manages retention efforts of existing partners by ensuring that current partners have opportunities for engagement, are communicated with on a regular basis, and are receiving value.
- Attends industry events to develop relationships with prospective and current partners, as well as industry colleagues.
- Grows the Hospitality Celebration participation through partner collaboration, table and ticket sales.
- Identifies and develops new partnership and sponsorship opportunities and events for the CVB's programs and initiatives.
- Regularly meets with key partners, local government, and businesses from the hospitality/tourism industry to build strong relationships with the CVB, engaging support and reporting ROI on investments.
- Continually reviews and analyzes the CVB partner benefit offerings, Co-Op opportunities, and sponsorships and works to keep them current, relevant, and valuable.
- Responsible for identifying key community events to sponsor/support and for securing CVB or Partner attendance at those events.
- Responsible for attending tradeshows on a needed basis to represent the Golden Isles in conjunction with state or local partners.
- Serves as an internal liaison between the Marketing Department and Welcome Centers through new initiatives, programs, etc.

- Reports partner referrals through the Welcome Centers, meeting requests, etc. to partners on a quarterly basis, in conjunction with Marketing Department partner referrals.
- Directs the content and timing of Partner communications, through email blasts, Partner billing, invitations to events, and other marketing or co-op-related communications.
- Maintains a prospective partner database (within the CRM database).
- Reports weekly to President on sales calls, leads and status as related to annual revenue goals.
- Serves as a CVB brand ambassador and exhibits a high level of customer service when working with partners, media and CVB staff.
- Oversees Partnership Services Manager and department's efforts and goals.

#### **GENERAL QUALIFICATIONS:**

- Positive attitude, professional demeanor, and productive work ethic
- Proven record and experience in meeting or exceeding sales goals
- In-depth understanding of the CVB's Mission and Marketing Plan, and both short-term and long-term CVB goals and priorities
- Confident communicator and presenter. Able to effectively present information and respond to questions from clients, managers, local government officials, colleagues, and the general public
- Strong writing skills. Able to create business reports, business correspondence and procedure manuals/memorandums
- Strong interpersonal skills & professional relationship-builder
- Ability to think creatively and innovatively
- Strong research and analytical skills
- Excellent professional judgment and discretion
- Strong ability to multi-task
- Excellent proficiency in project management processes, workflows and terminology
- Ability to function well in a fast-paced environment under tight deadlines
- Excellent organizational and planning skills
- Superior project management and time management skills
- Strong knowledge and understanding of current trends in digital media/social media
- Self-motivated with positive leadership skills

#### **LEADERSHIP:**

- Communicates often and effectively with the President/CEO, Board of Directors, and business owners.
- Maintains a positive, upbeat attitude and role in the organization. Promotes and exemplifies CVB values.
- Represents departmental objectives and interests to internal operations and external customers.
- Challenges staff to strive for continuous improvement and growth through encouragement, coaching and by suggesting educational/training opportunities.
- Promotes an atmosphere that establishes customer service as a key value in the organization; uses customer information and feedback to recommend changes and set goals for continuous improvement.

#### **TECHNICAL SKILLS:**

Proficient with IT including computers, laptops and cell phones and most commonly-used business software including Microsoft Word, Excel and Outlook and any other software programs that are essential to the job function. A valid driver's license is required.

#### **CONFIDENTIAL INFORMATION:**

This position has access to confidential information including financial, personnel, clients, contracts, passwords, etc. Employees are expected to comply with all CVB policies, and legal requirements related to confidential information.

**NOTE:** Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The statements herein are intended to describe the general nature/level of work being assigned to this position and are not intended as a complete list of all responsibilities, duties and skills required. The employee must be flexible regarding changing policies and procedures as well as varying deadlines.