



## **Position Description – Partnership Manager**

### **April 2019**

#### **Overview**

Destination Madison's Partnership Department is responsible for building relationships with and generating revenue from the private sector in Dane County. The Partnership Manager is responsible for the leading and implementing departmental recruitment initiatives, for cultivating strong relationships with Destination Madison partners and other community stakeholders and for supporting organizational initiatives that involve Destination Madison partners.

**Department:** Partnership

**Supervisor:** Director of Partnerships

**Classification:** Salaried, Exempt, Full-time

**Work Site Location:** Corporate Office

**Revision Date:** April 2019

#### **JOB RESPONSIBILITIES**

##### **65% Partner Recruitment**

- Attain annual new partner goals as outlined in department and individual work plans
- Construct and implement partner recruitment initiative:
  - Strategically identify and recruit new Destination Madison partners from hospitality business sectors (and other sectors, as assigned)
  - Collaborate with Destination Madison team members to develop unique recruitment strategies
  - Manage prospect tracking process
  - Engage Partner Development Committee in recruitment activities and manage their involvement
  - Work with marketing colleagues to develop tailored collateral pieces
  - Create and manage digital recruitment forms
  - Produce weekly and month-end analysis
- Maintain excellent working knowledge of Destination Madison marketing opportunities in order to connect partner needs and wants with available products
- Maintain a well-informed working knowledge of the private sector, with a particular focus on hotels, restaurants, retail stores, attractions, and convention/event service companies
- Represent Destination Madison and prospect at industry functions and community events
- Respond to incoming prospect inquiries and calls
- Support onboarding process, as necessary
- Review and recommend changes to partnership fee structure, services and benefits

##### **35% Partner Relations**

- Manage annual partner billing and collection process
- Lead departmental support of cross-functional initiatives (ex – CrossFit, 608 Day, FAM tours)
- Plan and host quarterly "Partner Spotlight" series for Destination Madison staff
- Determine content for and host quarterly partner orientation events
- Participate in annual partner visit initiative
- Provide input and content for website, leisure campaigns and other marketing initiatives

- Produce annual partner cancellation analysis for review
- Assist in the production of the Visitors Guide publication
- Attend and assist all organizational and partnership events

## **REQUIRED SKILLS AND ABILITIES**

- Analytical and creative problem solver with strategic thinking abilities; able to apply knowledge and data to anticipate challenges and create opportunities
- Resourceful and organized self-starter who is able to successfully plan, prioritize and manage projects and complete them on time
- Focused and independent; comfortable with making decisions in keeping with the level of the position
- High-level interpersonal skills; a professional image and the ability to present self, organization and partnership program to others
- Goal-oriented team player that uses individual strengths to build, sustain and grow relationships
- Proficiency with Microsoft Office 2016 (Word, Excel, PowerPoint and Outlook)
- Willing to occasionally work evening or weekend hours

## **EDUCATION AND EXPERIENCE**

- Bachelor's degree from an accredited college or university with 3-5 years progressively responsible experience in member/customer relations, fundraising and/or related field or equivalent
- Working knowledge of member (or donor) retention and recruitment strategies and programs preferred
- Experience with public speaking or presenting preferred
- Previous experience working in a nonprofit or fundraising environment preferred
- Experience with CRM databases is a plus
- Knowledge of Madison and Dane County is a plus
- Knowledge of tourism/hospitality industry is a plus

## **PHYSICAL DEMANDS**

While performing the duties of this job, the employee is required to sit at a desk and computer for long periods of time, is occasionally required to stand, frequently required to be physically active (standing, walking), use hands to finger, handle or feel; reach with hands and arms, stoop, kneel, crawl and/or crouch. May be requested to lift materials up to 35 lbs. Specific vision abilities required include reading computer screen and written documents

## **WORK ENVIRONMENT**

Heated and air conditioned open office environment. Noise level is usually low to moderate. Frequent local travel in personal automobile required for organization business. May be required to travel and work offsite for training, special projects and organizational functions.

## **REASONABLE ACCOMMODATION**

It is the policy of Destination Madison to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

**Destination Madison is an Affirmative Action/Equal Opportunity Employer**