

Visit Pensacola

Job Description for Partner Relations Manager

Job Title: Partner Relations Manager
Reports To: Destination Sales Manager
Department: Sales
Status: Salary Exempt, Full Time, VP office
Salary Range: \$25K - \$40K Base, plus commission

Summary: Visit Pensacola is a Destination Marketing Organization. Visit Pensacola offers Partnership Investment levels that allow local businesses and organizations to access the many distribution channels Visit Pensacola has developed to invite visitors to Escambia County. This position develops and maintains relationships with new and current Partners. Identify new partnership benefits and service opportunities. Organize and coordinate executive outreach and external relation efforts.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Represent the organization at community events such as welcome receptions, meetings, press conferences, ribbon cuttings and other social community events to grow partnerships and spread Visit Pensacola goodwill.
- Identify prospective Partners, implement monthly sales plan to increase Partner acquisition and overall Partner investment.
- Develop and maintain a prioritized list of contacts. Establish contact networks and create and manage working relationships.
- Develop a thorough understanding of the various Partnership levels and the benefits each level provides a Partner.
- Develop metrics with supervisor for sales, Partner visits, calls and Partner conversions.
- Work closely with Visit Pensacola departments for development of educational programming.
- Train Partners on CRM System initially and as needed for new Partner employees
- Create and Maintain partner profiles on CRM system with accurate information.
- Assist other staff with promoting tourism in Escambia County.
- Provide financial and technical information to prospective Partners.
- Provide reports and partner programs to management.
- Coordinate with Finance to compile reports, generate partner invoicing, and process collections as assigned or needed.
- Participate in overall sales strategy, research, and client-base development.
- Contact potential partners, promote DMO partnership models in order to initiate partnership sales.
- Contact potential sponsor, to initiate partnership sales for Visit Pensacola events.
- Follow and achieve target sales goals.
- Strategize with other departments to support / generate revenue for Visit Pensacola programs.
- Utilize CRM to track communication involvement and participation by partners.
- Follow up on past due partner invoices.

- Provide high quality professional service to clients and staff to fulfill needs effectively and efficiently demonstrating credibility, trust and support.
- Improve processes and policies in support of organizational goals, maximize output, adherence to rules, regulations and procedures.
- Ideal candidate would be a hard worker, team player, problem solver, flexible, people person, self-starter, show initiative and have strong communication skills.

Competency:

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures.

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Team Work - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed; Recognizes accomplishments of other team members.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

Ethics - Treats people with respect; Keeps commitments; inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.

Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

Bachelor's degree from four-year College or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

Language Ability:

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Math Ability:

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability:

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Word Processing software; Spreadsheet software; Payroll systems; Project Management software and Database software.

Certificates and Licenses:

No certifications needed

Supervisory Responsibilities:

This job has no supervisory responsibilities.

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.

The noise level in the work environment is usually moderate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must occasionally lift and/or move up to 50 pounds. 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 is frequently required to reach with hands and arms. The employee is occasionally required to stand; walk; climb or balance; stoop, kneel, crouch, or crawl and taste or smell.

Activity Measures:

Key Performance Indicators (KPI) will be defined for each staff position and reviewed with employee to establish priorities and measure success.