



Job title	Partnership Marketing Manager
Reports to	Marketing Director
Department	<i>Marketing</i>
Classification	<i>Non - Exempt</i>
Date	<i>January 2020</i>

General Summary

VISIT ANAHEIM MISSION: TO DEVELOP, MARKET AND SELL ANAHEIM TO BENEFIT THE ECONOMIC VITALITY OF OUR NEIGHBORHOODS

The Partnership Marketing Manager will be responsible for refining and optimizing Visit Anaheim's success in the Business to Business segment (B2B) through targeted marketing initiatives. This position will collaborate with partnership leaders and partnership sales team to develop marketing materials and initiatives to achieve partnership department goals and fulfill the organization's mission to develop, market, promote and sell the destination to key decision makers.

Primary Duties and Responsibilities

Responsibilities will include but will not be limited to:

Essential Functions:

1. Work with the Director of Marketing and CMO of Marketing to research, plan and execute traditional and digital advertising activities that support the partnership team of the business.
2. Produce sales and marketing collateral, print and digital, that supports partnership sales initiatives, sponsorship proposals and shows value to the Visit Anaheim community.
3. Collaborate with partnership leaders on partnership programs and lead the fulfillment of all partnership advertising programs.
4. Collaborate with partnership leaders on promotional campaigns and implementation of promotional campaigns to help expand Visit Anaheim's partnership program.
5. Collaborate with partnership leaders and Visit Anaheim departments to identify, package and market advertising and sponsorship products for monetization.
6. Oversee the writing and editing of content for collateral, which includes printed partnership sales prospectus, partnership sales presentation brochures, website, emails, surveys, newsletters, direct mail, video ensuring consistent messaging across all marketing and partnership platforms.
7. Manage outside resources, including vendors and agencies in support of partnership efforts.
8. Manage the fulfillment of print and digital advertising orders with internal team and third parties.
9. Create and manage digital and print performance reporting for external client reviews.
10. Create and maintain an internal benefit fulfillment status document for each client.
11. Create and publish print and digital advertising assets. Educate Partnership Sales on new products.

12. Manage spec sheets, marketing materials, develop media kit and other documents to reflect updated partnership value, demographic of meetings, conventions, tourism community and other data as needed.
13. Update partnership and partners content on the main website.
14. Serve as a brand ambassador for Visit Anaheim.
15. Successfully work with internal stakeholders including teams in sales, marketing, business intelligence, public relations and website to ensure success.
16. All other duties as assigned by Director of Marketing and Chief Marketing Officer.

Specifications

III. Specifications

A Education

Required: 4-college degree required.

Preferred: Concentration in Marketing, Business or Communications preferred.

B Experience

Required: Minimum 2-4 years experience in marketing department, advertising agency or corporation.

Preferred: 2-4 years experience in sales department of convention hotels and/or visitor's bureau. Strong leadership and consensus building skills; strategic planning experience, strong writer and a proven track record in meeting deadlines.

C Abilities

Required: Detailed-oriented with ability to oversee projects from origin through execution. Willingness to learn and should be able to flourish in a high growth, dynamic and entrepreneurial environment. Superior communication skills, both oral and written. Self-starter, with hands on approach towards business.

Preferred: Computer knowledge of Macintosh systems and PC systems, software knowledge of Simpleview, Excel, Microsoft Word, Outlook, SAGE, Paycom, Ring Central and Windows XP.

The physical demands 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 work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The work environment is a professional business office.

Must be able to travel domestically and internationally. Work week can exceed 37 1/2 hours and not be limited to traditional work days (Monday- Friday). Occasional evenings and weekends are required.

A consistent and reliable presence at work is necessary.

Please submit resumes to Debbie Taylor at careers@visitanaheim.org. Subject line to read: Partnership Marketing Manager