Job Title: Partner Relations/Advocacy Manager
Department: Partnership
Supervisor: Senior Director of Community Partnerships
FLSA Status: Non-Exempt, Full-Time
Salary: DOE

Overview
• This position is involved in all aspects of supporting the success of Visit Tucson’s partnership program, including serving as a liaison between the partnership and marketing departments, managing the partnership database, and working as a team with partner relations managers to achieve department goals.
• Attention to detail, and strong written and verbal communication skills are required.
• To apply, please email vbechtol@visitTucson.org with your resume, references, and a cover letter outlining your qualifications and salary expectations.

Essential Duties and Responsibilities include the following – other duties may be assigned:
• Maintain and update the partner database, partner publication listings, dues and additional benefits billing, collection and renewal payments.
• Assist in the planning, execution, and reservations recording for all partner events.
• Manage mailing lists for partners, prospects, and community businesses for department mailings.
• Manage mailings to partners and prospects including invitations, holiday cards, recruitment campaigns, and annual Official Travel Guide.
• Maintain and update the partnership database to track marketing benefits, including leisure e-blasts, visitor center advertising, online advertising, and event sponsorship.
• Track click-through-rates for paid partner features in monthly leisure e-blast.
• Collaborate with DTN to improve partner reports for online advertising.
• Proactively communicate to partners new opportunities to participate in Visit Tucson’s marketing initiatives.
• Work with the marketing department and Madden Media to proof partners’ listings in the draft versions of the annual Visit Tucson Official Travel Guide; manage all aspects of annual distribution of Guide to partners.
• Provide quarterly or mid-year reports to partners regarding marketing benefits and ROI, and respond to partner questions regarding such.
• Work with marketing department to track marketing deliverables for Tohono O’odham and Pascua Yaqui advertising agreements and work with marketing to create annual report.
• Attend and participate in all Visit Tucson related functions and meetings as requested.
• Assist with other duties as requested by Senior Director of Community Partnerships and President/CEO.

Supervisory Responsibilities:
• This job has no supervisory responsibilities.

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 and Experience:
- Five years of experience in hospitality or customer service industries and customer relationship management (CRM) database.
- Marketing experience and prior proof-reading experience required.
- Must have strong written and verbal communication skills; being detail-oriented is required.
- Four-year degree from an accredited academic institution, or equivalent professional experience.

Competencies:
- To perform the job successfully, an individual should demonstrate the following competencies:
  - **Customer Service** – Manage difficult customer situations; respond promptly to customer needs; solicit customer feedback to improve service; respond to requests for service and assistance; meet commitments.
  - **Teamwork** – Balance team and individual responsibilities; exhibit objectivity and openness to others’ views; give and welcome feedback; contribute to building a positive team spirit; put success of team above own interests; able to build morale and group commitments to goals and objectives; support everyone’s efforts to succeed.
  - **Organizational Support** – Follow policies and procedures; complete administrative tasks correctly and on time; support organization’s goals and values; benefit organization through outside activities.
  - **Dependability** – Follow instructions; respond to management direction; take responsibility for own actions; keep commitments; complete tasks on time or notify appropriate person with an alternate plan.
  - **Communication Skills** - Ability to write routine reports and correspondence; ability to speak effectively before groups of customers or employees of organization.
  - **Computer Skills** – To perform this job successfully, an individual should have knowledge of Microsoft Office and other software as needed. A working knowledge of the internet and web skills is required.
  - **Innovation** - Display original thinking and creativity; meet challenges with resourcefulness; generate suggestions for improving work; develop innovative approaches and ideas; present ideas and information in a manner that gets others’ attention.
  - **Judgment** – Display willingness to make decisions; exhibit sound and accurate judgment; support and explain reasoning for decisions; include appropriate people in decision-making process; make timely decisions.
  - **Diversity** – show respect and sensitivity for cultural differences

Other Qualifications:
- Reliable transportation, a valid Arizona driver’s license, valid auto insurance, and a good driving record