

Visit Pensacola Job Description

Job Title: Partner Relations Manager
Reports To: Director of Destination Sales & Services
Department: Sales
Status: Exempt, Full Time, VP office

Summary: Develop, manage and strengthen relationships with new and existing partners. Oversees recruitment, renewal and ongoing partner services. Identify and implement new partnership benefits and engagement opportunities that add value to both partners and the organization. Organize and support outreach and external relations efforts including annual events and sponsorships. The role requires a motivated self-starter who is people-focused, adaptable, solution-oriented, and an effective communicator who thrives in a collaborative team environment.

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

- Represent Visit Pensacola at community events including welcome receptions, meetings, press conferences, ribbon cuttings, and other community and social events to grow partnerships and promote organizational goodwill.
- Identify, recruit, and engage prospective Partners; develop and execute a monthly sales plan to increase partnership participation.
- Develop and implement strategies to retain existing Partners and strengthen long-term relationships.
- Promote economic growth and stability within the community by providing Partners with relevant economic, tourism, and marketing insights.
- Develop and maintain a prioritized list of Partner and prospect contacts; establish contact networks and manage strategic alliances.
- Maintain a thorough understanding of all Partnership levels, benefits, and value propositions offered to businesses.
- Develop performance metrics in collaboration with the supervisor, including sales goals, Partner visits, calls, and conversion rates.
- Work closely with Visit Pensacola departments to support the development of educational programming and Partner engagement initiatives.
- Collaborate with staff across the organization to promote tourism in Escambia County.
- Provide financial, technical, and programmatic information to prospective and current Partners.
- Prepare and deliver reports to management and the Board regarding Partner programs, engagement, and performance.
- Coordinate with the Finance Department to support Partner invoices, collections, and financial reporting as assigned.
- Participate in overall sales strategy, research, and client-based development efforts.
- Promote Destination Marketing Organization (DMO) partnership models for potential Partners to initiate and close partnership sales.
- Meet or exceed established sales and revenue targets.
- Strategize with other departments to support and generate revenue for Visit Pensacola programs and initiatives.

- Utilize CRM systems to track Partner communications, engagement, and participation.
- Follow up on past-due Partner invoices in coordination with Finance.
- Manage Partner communications, Partner data, reporting, and maintenance of the Partner extranet.
- Coordinate, schedule, and execute Hospitality Round Tables, National Travel and Tourism Week activities, and Visit Pensacola's Annual Meetings.
- Oversee all sponsorships for Visit Pensacola annual and reoccurring events.
- Conduct regular (weekly) Partner visits to maintain strong relationships, communicate new opportunities, and report Partner feedback to Visit Pensacola staff.
- Provide high-quality professional service to Partners and staff, demonstrating credibility, trust, responsiveness, and support.
- Continuously evaluate and improve processes and policies to support organizational goals while ensuring compliance with established procedures.

Career Ladder: This position could lead to a position with a larger company.

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:

- New member sales
 - Number of sales calls (all forms of contact)
 - Number of sales kits/collateral sent
 - Number of qualified prospects
- Servicing
 - Member events (including networking, educational, etc.)
 - Number of member events
 - Member attendance (number of people AND number of members)
 - Number of member visits to member-only section of DMO website
- Member satisfaction/needs assessment studies

Performance Measures:

- New Member Sales
 - Number of Sales Calls (all forms of contact)
 - Number of Sales kits/collateral sent
 - Number of qualified prospects.
- Member Events (including networking and educational, etc.)
 - Number of member events
 - Member attendance (number of people and number of members).
- Number of member visits to member-only section of DMO website.
- Number of Renewal Memberships and revenue.
- Number of Suspended Members and revenues.
- Number of Cancelled members, revenue loss, reason for cancellation, number who went out of business.
- Number of reinstated members and revenues.
- Number of net cancelled members and revenues.
- Number of member participants and revenues (dues in trade).
- VP Revenue Generation
 - Partnership revenue
 - VIC advertising marketing promotion revenue
- DMO Revenue Generation
 - Sponsorship / partnership revenue
 - VIC advertising / marketing/ promotion revenue
- Correspondence, Minutes and reports prepared timely and accurately.
- Personable
- Maintain schedules accurately.
- Arrange, schedule and coordinate events with professionalism, running events without incidents.

Productivity Metrics:

- Personnel productivity metrics
 - Number of new members per membership sales manager
 - New member dues per membership sales manager

- Prospect Conversion ratio ('closing ratio') =
$$\frac{\text{Number of new members}}{\text{Number of prospects}}$$
- Membership Retention Rate* =
$$\frac{\text{Number of renewed members (current FY)}}{\text{Number of active members (at end of previous FY)}}$$

*Also measure by new and core members, by key industry segments and by individual membership sales manager.

- Membership Dues Retention Rate* =
$$\frac{\text{Dues of renewed members (current FY)}}{\text{Current FY dues of active members (end of previous FY)}}$$

*Also measure by new and core members, by key industry segments and by individual membership sales manager.

- Membership Cancellation Rate* =
$$\frac{\text{Number of (net) cancelled members (current FY)}}{\text{Number of active members (end of previous FY)}}$$

*Also measure by new and core members, by key industry segments and by individual membership sales manager.

- Membership Dues Cancellation Rate* =
$$\frac{\text{Dues of (net) cancelled members (current FY)}}{\text{Current FY dues of active members (end of previous FY)}}$$

*Total rate and separated by new and core members; by key industry segments and by individual membership sales manager.

Note calculate the two membership cancellation rates for cancelled members AND for cancelled members less those who went out of business.

- Membership Replacement (by number of members) =
$$\frac{\text{Number of new members}}{\text{Number of (net) cancelled members}}$$
- Membership Replacement (by member dues) =
$$\frac{\text{New member dues}}{\text{(Net) cancelled member dues}}$$
- Cost of Non-Core Members* =
$$\frac{\text{Non-core member dues}}{\text{Direct member sales cost}}$$

*allocate personnel costs if staff does both member sales and servicing.

- Key industry segment Contribution (to Total Member Dues) =
$$\frac{\text{Key industry segment member dues}}{\text{Total member dues}}$$