

DuPage Convention & Visitors Bureau Job Description

Job Title: Partnership Manager

Functional Area: Membership

Reports to: Director of Marketing and Bureau Partnerships

Position Summary

The primary focus of this position is to maintain, develop and nurture bureau membership and community relations from prospecting to services. Strategies include building DCVB revenue through membership as well as demonstrating the members' ROI by optimizing their sales and marketing opportunities.

Responsibilities

Membership and Community Relations

- Manage membership sales and prospecting from start to finish; from research to outreach to finalizing new member accounts
- Strategize with DCVB leadership to identify and approach target businesses for membership in order to advance current sales/marketing initiatives
- Overall management of member communications including prospecting, welcome, follow-up letters and collateral materials.
- Develop, produce and manage bureau events
- Coordinate membership drive with DCVB leadership, determining messaging and communication vehicle
- Work with DCVB accountant to oversee membership dues collections, delinquencies, and maintenance
- Keep a pulse on the business and tourism community, especially new business openings, offerings and expanded services
- Work with Executive Director in the development of community reports and presentations
- Reach out to key businesses that were previous members to determine interest in renewing
- Continue to build database prospect list
- Visit key contacts each month in order to enhance relationships with members and prospects
- Represent the DCVB at local events such as Chamber Meetings as assigned
- Develop Membership and Community Relations annual sales and marketing plan
- Collaborate with marketing to highlight content opportunities such as unique stories, interesting products, etc.
- Work with marketing team to manage website and visitors guide ad sales
- Oversee Simpleview entries for membership including:
 - Updated contact and business information
 - Mentions and communications for retention and demonstration of ROI
 - General reporting data
- **Accountable for key metrics including: Membership revenue, retention, advertising revenue, bureau events attendance, and membership satisfaction.**

Destination Sales

- Assist Director in direct sales initiatives in international, domestic tour operators, and DCVB Cooperative Marketing programs

Skills Required

- Strong sales skills; including prospecting, cold calling, and comfort with revenue expectations
- Solid presentation skills
- Superior phone presence and experience with heavy phone solicitation
- A deep understanding and appreciation for community service
- Ability to understand and connect with the needs of business professionals from across the industry
- Strong time management and project management skills
- Extreme professionalism when representing the organization
- Ability to work with multiple departments
- Comfort with database management

Education and Background Required

- Knowledge of tourism industry and DuPage County strongly preferred
- Background in sales and selling process
- Experience working in a fast-paced environment
- Must have car and valid driver's license