

DuPage Convention & Visitors Bureau

Job Description

Job Title: Marketing 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 recruitment and retention, as well as demonstrating the members' ROI by optimizing their sales and through various marketing opportunities such as visitors guide, web-ad sales, DCVB networking events, sponsorships, etc.

Responsibilities

Membership and Cooperative Marketing Partnerships

- 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 to advance current sales/marketing initiatives.
- Manage and coordinate member communications including prospecting, welcome, sales and marketing opportunities and initiatives, follow-up letters and collateral materials.
- Manage and coordinate bureau events such annual meeting, membership drive, networking events, etc.
- Work with DCVB accountant on membership dues invoicing, collections, delinquencies, and maintenance.
- Manage and generate bureau lists (such as hotels, municipalities, members, etc.) from appropriate sources, including network of databases.
- Attend member/partner and Chamber events to enhance relations and to keep a pulse on the business and tourism community, especially new business openings, offerings and expanded services.
- Responsible for all aspects of managing co-op processes with potential community partners.
- Work with DCVB leadership in the development of community reports and presentations.
- Maintain primary lists such as: hotels, municipal tax collections, legislative service area and election updates.
- Collaborate with marketing to highlight membership opportunities and initiatives such as content for unique stories, interesting products, savings programs, etc.
- Collaborate with marketing and sales team in developing and executing initiatives to highlight membership opportunities to include sponsorship, marketing coops and various ad sales.
- Manage and oversee Simpleview CRM to include:
 - Onboarding and training new members.
 - Entries for membership including to include:
 - ❖ Update contact and business information.
 - ❖ Mentions and communications for retention and demonstration of ROI.
 - ❖ General reporting, traces, community revenues, and more.
- Work with DCVB leadership to develop and conduct competitive audits for the organization and its partners to obtain ROI for its partners and stakeholders.
- Review possible changes to membership fee structure with board recommendations.
- Accountable for key metrics including membership revenue, retention, advertising

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revenue, bureau events attendance, and membership satisfaction.

Skills Required

- Strong sales skills; including prospecting, cold calling, and comfort with revenue expectations.
- Solid presentation and proofreading skills.
- Superior video call/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 with high quantity of administrative skills as relevant to membership functions.

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, current insurance, and valid driver's license.
- Some travel, including air required.