<table>
<thead>
<tr>
<th>Title:</th>
<th>Director of Partner Marketing</th>
<th>Entry Salary:</th>
<th>$75k - $85k*, commensurate with experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Division:</td>
<td>Tourism</td>
<td>Location:</td>
<td>Atlanta, GA (Hybrid In-Office/Telework)</td>
</tr>
</tbody>
</table>

**Duties and Responsibilities:**

The Georgia Department of Economic Development (GDEcD) is the state’s sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, addressing macro level workforce issues, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a destination for arts events and location for film, music and digital entertainment projects, as well as planning and mobilizing state resources for economic development. The GDEcD tourism division, Explore Georgia, works to promote the state, its communities and attractions, to help visitors discover all of Georgia’s unique vacation opportunities.

The Director of Partner Marketing will report directly to the Division Director of Tourism and will oversee four regional marketing managers who cover the state in four defined territories. Explore Georgia relies on its Director of Partner Marketing to further the alignment and effectiveness of statewide marketing efforts. As a member of the division’s leadership team, this leader develops and maintains relationships with state and regional partners marketing Georgia and its destinations, oversees the execution and maintenance of all related partner opportunities, and leads the division’s team of regional marketing managers working in partnership with the state’s travel industry to develop and execute marketing programs that inspire travel to and within Georgia. The Director is the key point of contact between Explore Georgia and its tourism stakeholders within the state.

Responsibilities include, but are not limited to:

- Serve as the senior point of contact for statewide and key partners, providing leadership and community insights to Explore Georgia staff by maintaining continual communication with partners across the state, including but not limited to DMOs (counties, cities, chambers of commerce, and other organizations who serve as the contracted destination marketing organization,) hotels, attractions, tour companies, transportation services, and other tourism service providers.
- Lead development of annual partner opportunities program (e.g: co-op), working in partnership with various internal and external stakeholders to achieve mutual goals, and work to actively promote partner opportunities as well as the annual conference.
- Is an active and engaged partner in stakeholder meetings across the state, apprises partners of opportunities available to their respective communities, communicates agency initiatives and programs, drives community engagement, gathers partner insights and perspectives that support the tourism industry.
- Lead and implement identified annual strategic planning initiatives. Lead efforts to train regional team in partner marketing objectives and planning cycles.
- Develop planning tools and documents to meet expectations for partner and internal marketing team.
Serve as a leadership role to produce comprehensive partnership reporting, including management of industry updates and relative information from the industry for Explore Georgia staff to be promoted through all internal assets where relevant.

Assists with Explore Georgia's annual Georgia Governor's Tourism Conference for industry partners, including identifying speakers to ensure conference sessions are relevant to partners.

Oversees maintenance and upkeep of industry CRM database.

Other duties as assigned.

Minimum Qualifications:

- Bachelor's degree in marketing, communications, or business in a related field from an accredited college or university AND four (4) years of experience managing professional-level staff OR eight (8) years of related professional experience AND four (4) years managing professional-level staff.
- At least five (5) years in a partner marketing environment
- Ability to write detailed marketing briefs, proposals, planning documents, and reports.
- Highly developed oral and written communication skills with the ability to articulate key points, interpret non-verbal communication, and use active listening to adjust one's communication style to optimize personal effectiveness
- Relationship management skills in a partner-facing and team-oriented role.
- Demonstrated leadership skills with the ability to communicate and implement Explore Georgia’s vision and strategic plan with enthusiasm, building positive participation with stakeholders.
- Adept at diplomacy, negotiation, and issue resolution, managing conflict, and disagreement through collaborative discussion to reach positive conclusions.
- Is results-driven, sets goals, aggressively tracks results, and produces accurate reports.
- Ability to work with a wide variety of people at all levels, exercises confidentiality and discretion as appropriate.
- Ability to network, build relationships, and influence internal and external stakeholders at every level within a diverse population of organizations, associations, and interest groups.
- Excellent time management skills, including demonstrated ability to meet deadlines and prioritize multiple projects
- Works effectively independently as well as collaboratively with a team of colleagues and stakeholders

Preferred Qualifications:

- Five (5) or more years of experience in the travel and tourism industry in a partner-facing role.
- Demonstrated skills in problem-solving, project management, budgeting, and coordination of multiple projects and assignments.
- Project Management experience to create and implement targeted programs with multiple stakeholders preferred.
- Experience in media plan development.
- Working knowledge of multiple travel industry segments is preferred.
- Experience managing and executing integrated marketing plans.
- Tourism industry experience with knowledge of Georgia, including major attractions, destinations, history, and natural resources.

Travel Required? | Occasional | Nights, Weekends Required? | Occasional |
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Deadline: | Open until filled; Apply ASAP. |

**Application Instructions:** To apply for this position, you must submit your résumé and cover letter (PDF format preferred) via the link on our careers page at [https://www.georgia.org/about-us/career-job](https://www.georgia.org/about-us/career-job).
search. If you do not have internet access or require an accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000 or email jobs@georgia.org.

Additional Information for Applicants: All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Internal applicants may be considered prior to other applicants. Information on publicly posted social media accounts may be reviewed as part of the screening process. Applicants who are not selected for interviews will not receive notification.

*To be considered for a salary offer above the entry level (if a range is posted), the successful candidate MUST have most of the education and experience qualifications shown as preferred. To receive an offer at the top of the range posted, experience must exceed preferred level. Offers will not exceed the top amount posted.

Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record. Additionally, male applicants between 18 and 26 years of age must present proof of Selective Service Registration if hired.

Please note, if travel is required, the selected candidate will be required to pay travel expenses (hotel, meals, etc.) up front and will be reimbursed within one week of expense statement approval.

GDEcD is an Equal Opportunity Employer