



Position Title: Director of Strategic Partnerships

Reports to: CEO

Location: Remote

Position overview:

This position will be part of a team that believes tourism makes or breaks entire regions and is critical to economic development. Our purpose is to support economic growth and prosperity within the communities we serve. Focusing on industry relationships, you will develop B2B collaborative partnerships that are mutually beneficial, which results in collective buying power, joint marketing opportunities and business growth.

As Director of Strategic Partnerships, you will develop and nurture relationships with client prospects, members, member prospects, and corporate partners that support company goals and growth targets. You will be in a critical role responsible for contributing to the company's revenue goals through new clients, memberships, partnerships, and events. You will be part of the business development team and responsible for maintaining relationships at multiple levels of an organization, encouraging existing clients and members to engage with our products and programs, and developing new relationships with right-fit prospects who would benefit by joining our community.

The Director of Strategic Partnerships is focused on adding value and cultivating a community within the travel, tourism, and hospitality ecosystem that our family of brands serve. Our family of brands: Break the Ice Media, Destination on the Left and Travel Alliance Partners.

When you join the team at Break the Ice Media, you will be joining a company that is a leader in the travel, tourism, and hospitality industry. You will be serving clients, members and industry partners from all over the world representing many different segments of the industry.

You will be part of a team that is committed to our core values:

- We are **passionate**. Passion comes from our work, the tourism industry, helping clients succeed, marketing communications, and life.
- We are **light-hearted**. Serious about our jobs and delivering results for our clients but not taking ourselves too seriously.
- We are **innovative**. Always seeking new ways to work, new ideas to bring to our clients and members and challenging the status quo. We approach innovation with a strategic eye and do not get caught up in shiny object syndrome.

- We are **collaborative**. It is the very foundation that this company was built from starting with that very first client.
- We are **equitable**. We believe in all aspects of equality and value ideas, input, and talents from all our team members—from the intern to the CEO.
- We are **growth minded**. We strive to continually learn and grow as individuals and as a company.
- We are **transparent**. Openness is core to how we operate.

Break the Ice Media is 100% committed to building an inclusive environment for people of all backgrounds and everyone is encouraged to apply.

What you'll do:

- **Tour Operator Partner Program**
 - Consistently look for ways to add value for tour operator partners through innovative programming, maintaining relationships with regular touchpoints, and connecting tour operators with opportunities and collaborations that will help their businesses grow.
 - Engage Legacy Partner Advisory Committee to vet new ideas and programs.
 - Develop and implement a membership recruitment and retention strategy.
 - Member success liaison with Members (act as advocate, spokesperson, point of contact)
- **Guild Membership Program**
 - Develop and implement a membership recruitment and retention strategy for Guild including;
 - membership sales materials
 - identification of prospects
 - selling memberships and fulfillment
 - member care (retention)
 - Oversight of membership engagement technology including database
 - Seek opportunities to engage, highlight and add-value for Guild Members
 - Oversee and coordinate quarterly Guild Call program
 - Member success liaison with Members (act as advocate, spokesperson, point of contact)
- **Corporate Partnerships**
 - Identify new and nurture existing mutually beneficial strategic partnerships that will result in business growth
 - Develop and implement partnership programs
 - Negotiate and ensure updated contracts are in place
 - Oversee shared revenue programs
 - Member success liaison with Members (act as advocate, spokesperson, point of contact)
- **TAP Dance Event Team**
 - Develop, prospect, sell and fulfill sponsorships

- Lead Guild recognition activities at TAP Dance
- Coordinate TAP Gives Back program
- Organize, facilitate, and attend Partner Day and Partner Dinner
- Coordinate Spirit of Tap Award
- Participate as Co-MC during TAP Dance event
- Proactively seek new PPTPs, sell registrations to build out PODS
- Shared event P&L responsibility with Community and Marketing Manager
- **Co-op Sales**
 - Sell members into the Virtual Travel Showcase
 - Seek opportunities to monetize Podcast
 - Sell collaborative marketing programs
 - Coordinate operator page sales and sponsors for Guaranteed Departures brochure & other digital publications
- **Strategic Growth Services Sales**
 - Prospecting - assist in developing dream 25 list
 - Seek out & vet leads using the Sweet Spot Filter
 - Oversee nurture program with The Expressory
 - Understand how the funnel works and working closely with Community Manager on when prospects become members or clients
 - Maximize all components of sales infrastructure and seek out cross-sell opportunities.
 - Work with business development team to move prospects into sales opportunities and proposals.
- **Support Marketing Activities**
 - Attend travel trade shows aligned with target audiences.
 - Prepare and execute trade show sales plans that include pre, during and post-show outreach to maximize participation.
 - Nurture trade association relationships with NTA, ABA, NYSTIA, Destinations International and others.
 - Coordinate sponsorships and member appreciation events at trade shows.
 - Work closely with TAP's community manager to make sure the community is engaged and maximizing benefits of our programs.
 - Work with Community & Marketing Manager to identify collateral needs and develop appropriate messaging.
- **Strategy & Planning**
 - Develop annual strategic partnership growth strategies to support overall company goals.
 - Create and implement collaborative programs that will strengthen relationships and lead to business growth.
 - Identify functionality required to support partnership programs
 - Coordinate Travel Metrics program.
 - Set and reach program revenue goals that align and support overall company growth goals.
 - Track and report on progress against goals

- Identify economies of scale to improve net profit.
- **Travel**
 - Ability to travel as needed (approx. 3 – 5 times per year)

Competencies:

- **Strategic thinking:** Ability to assess a situation, considering short- and long-term outcomes regarding client/member impact and business goals.
- **Relationship building:** Ability to connect with others and form positive and ethical relationships.
- **Strong verbal and written communications:** Exceptional writing skills and the capability to clearly and concisely communicate thoughts, new ideas and marketing messages.
- **Effective public speaking:** Ability to engage with small and large audiences.
- **Problem-solving proficiency:** Ability to make decisions based on logic and reason, and interpret data to evaluate and adjust as needed
- **Organized:** Ability to manage multiple projects, team members and stakeholders in a fast-paced environment
- **Energetic self-starter:** capable of working independently and leading others.
- **Detail oriented:** Organized and thorough work product, communications and activities, applying effective prioritization and time management skills
- **Creative:** Ability to bring innovative and fresh perspectives to projects, working within a timeline and budget while integrating original ideas and strategies.
- **Mastery of sales and business growth:** ability to work within a budget and manage profitability and sales goals.

Knowledge & Skills:

- 5 to 10 years of sales and marketing experience is desired. An excellent track record of sales growth can be a difference maker for candidate.
- Desire for continual professional development; ability to recommend new processes based on learnings.
- A passion for travel and knowledge of the tour and travel market is preferred
- Adept at using Microsoft Office, especially Word, Excel and PowerPoint
- Bachelor's degree or higher in hospitality, communications, marketing, business or relevant experience is preferred

Working at Break the Ice Media offers a competitive benefits program which includes:

- Opportunity for flexible work schedule
- Professional development and enrichment opportunities
- Unlimited PTO (paid time off)
- Health Insurance (100% coverage of a single policy)
- Employer funded telemedicine service

- Generous parental leave program
- Cell phone stipend
- 401K program including employer match (eligible after 1 year of employment)

Position Level: Director

Salary Range:

\$60,000 -\$75,000 dependent on experience

To apply, please submit resume and cover letter to Rhonda Carges at Rhonda@breaktheicemedia.com.