



Manager – Integrated Marketing Partnerships

The Integrated Marketing Partnerships Manager will focus on the generation of new business and new customers through partnerships with other businesses or brands. They will develop and manage all national synergistic cross-marketing opportunities including initiatives with direct sales results and those that build brand awareness or affinity.

Responsibilities:

- Identifies synergistic marketing partnership and sponsorship opportunities
- Develops partner pitches and articulates marketing & advertising opportunities to prospects and existing partners
- Vets partnership opportunities that are presented to BAB and enhance to meet business strategies and goals
- Aligns partners to deliver on marketing goals and maximize the potential of each partnership or sponsorship
- Identifies and leads contract negotiations with marketing partners or sponsors
- Studies marketing partnerships and sponsorships of other brands for future application to BAB
- Serves as primary contact in coordination of marketing partner programs and sponsorships, from concept to full campaign development
- Identifies cross-marketing plans and BABW channel marketing opportunities, as applicable
- Ensures adherence to established partner brand standards on all marketing collateral
- Manages on-site partnership or sponsorship events details and logistics, as needed
- Ensures proper KPIs and tracking are in place to determine effectiveness of all partner programs
- Develops post campaign evaluation
- Synthesizes and reports on key business metrics and trends to support partnerships
- Manages overall budget for position
- Other duties as assigned

Qualifications:

- Bachelor's degree with a minimum of five years of marketing experience with lead and sales generation; seven to nine years of experience in marketing partnerships preferred
- New business acquisition and negotiation experience preferred
- Strong customer orientation skills required
- Excellent communication skills (verbal and written)
- Ability to multi-task, plan, organize and be adaptable to change
- Proficiency in Microsoft Word, Excel Outlook and PowerPoint

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