



CORPORATE PARTNERSHIPS MANAGER

Reports to: Director of Corporate Partnerships

OVERVIEW

The **Corporate Partnerships Manager** assists with overall efforts related to sponsorship fulfillment and rental management within Downtown Detroit's network of DDP managed public spaces.

The Corporate Partnerships Manager will work with exciting, high-profile clients and activations from around the country and join an award-winning team of public space, event, and placemaking professionals. The Corporate Partnership Manager will plan sponsor activation strategies, collaboratively develop sponsor benefits, set standard protocols and communication processes around public space rentals, report on, and respond to sponsor feedback and rental requests, develop sponsor fulfillment and rental goals and evaluations, and research and benchmark best practices nationally and internationally. This position has no direct reports.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Job descriptions do not typically include every duty or responsibility that a person in the role may be asked to perform. The following is a thoughtful list based on current needs.

- Contribute to the sponsorship, event, and rental growth at all DDP managed public spaces, including: Campus Martius Park, Cadillac Square, Capitol Park, Grand Circus Park, Beacon Park, and the Woodward Esplanade.
- Assist sponsorship and events team with a wide range of responsibilities including asset management, event planning fulfillment for DDP Public Space sponsors through information tracking, client relations, site visits, banner and consumable product coordination
- Interface with DDP park operations, programming, and marketing/communications staff as well as third party contractors and vendors to ensure fulfillment of sponsorship and rental obligations.
- Influence present and future sponsorship fulfillment, event, and rental strategies by identifying industry trends, market appeal, reach, and target audience.
- Assist with logistics of sponsor and rental site load-in including unique and customized sponsor activations.
- Manage and fulfill post-buy obligations arising from sponsorships and rentals in Public Spaces managed by DDP.
- Assist with rental and sponsorship phone and website inquiries.
- Identify and minimize potential problems that may arise during sponsorship and rental fulfillment process.

- Create fulfillment timelines and assist in managing client deadlines.
- Manage rental and sales event communication and requests within DDP's CRM and venue management software.
- Update and maintain tracking documents and processes for onsite DDP sponsorship and rental activations to include: Sponsor production and activation tracking, primary client and vendor contract list(s), day-to-day event sponsor schedule, benefit material production schedule, and more to be determined as needed.
- Participate in special projects to help the Parks and Public Spaces team meet key objectives and goals.

NON-ESSENTIAL DUTIES AND RESPONSIBILITIES

- Other related duties, as assigned.

QUALIFICATIONS AND CORE COMPETENCIES

Bachelor's degree in related field (i.e. Public Space, Events, Sales, Logistics, Hospitality) and a minimum of 3 years related experience with B2B based and public facing brand partnership activations or a combination of education and/or experience.

- Ability to communicate and work with a diverse set of people including staff, partners, clients, corporate stakeholders, and the general public.
- Ability to effectively project manage and prioritize in a fast-paced environment.
- Superior communication and relationship-building skills (written and verbal).
- Polished and professional presentation of self, ideas, and communications.
- Ability to exhibit positive attitude. Meticulous attention to detail; Highly organized and creative problem-solver.
- Excellent knowledge and understanding of Downtown Detroit and its business community.
- Tactical level understanding of the Downtown Detroit public space ecosystem and infrastructure.
- Ability to manage multiple projects simultaneously.
- Proficiency in Microsoft Word, PowerPoint, and Excel.
Ability to work effectively and seamlessly with supporting marketing, operations, finance, and leadership teams.
- Ability to write / edit for a variety of formats and tailor messaging to both clients, internal teams, and third-party vendors and contractors.
- Ability and willingness to work weekends, nights and holidays as directed by events or partnership requirements.
- Willingness to demonstrate commitment to DDP's mission, vision, and core values.

