

<b>Position:</b>	<b>Partner Co-Marketing &amp; Activations Manager</b>
<b>Classification:</b>	Part-time contract to full-time employment, exempt
<b>Reports to:</b>	Assistant Director, Partner Relations
<b>Effective Date:</b>	May 9, 2022

## **JOB DESCRIPTION**

### **Summary/Objective**

The Partner Co-Marketing & Activations Manager is responsible for tasks associated with producing partner/sponsor activations, both in-person and virtually, and includes associated print/digital marketing and creative on-the-ground activation concepts. This position is responsible for managing and overseeing the ways in which major partners and sponsors are activated during the full summer Festival, as well as throughout year-round programming. The Partner Co-Marketing & Activations Manager reports to Festival Napa Valley's Assistant Director of Partner Relations and is responsible for providing positive and productive experiences in developing/executing activations alongside both the Festival team, as well as all other involved parties such as event and venue hosts. The person in this role is an integral member of the team who creates a streamlined process for activating partners both in a live setting as well as via varied marketing channels.

### **Essential Duties and Responsibilities**

- Represent Festival Napa Valley within the broader community to deepen relationships with local partners (wineries, local media, hotels, and other applicable organizations)
- Set meetings with sponsors and partners, as well as be present for relevant site visits
- Attend and contribute to weekly meetings with the full team as well as focused groups
- Collect/organize marketing assets for each sponsor/partner (if not already provided with contract)
- Assist marketing team with collection and organization of digital artwork for ads (already done for 2022) and digital assets for partner related communications
- Collaborate with Marketing/Communications team on sponsor/partner content via research and creative concepting
- Assist with creation and tracking of partner benefit fulfillment grid to ensure that assigned partner/sponsor deliverables are met and are scheduled in coordination with other Festival Marketing/Communications
- Work with Communications/Marketing team to ensure that agreed marketing deliverables are conveyed and executed
- Review and approve sponsor/partner recognition on festival-wide signage
- Responsible for creating basic floor plans or maps of activations to communicate concepts and changes to sponsors
- Maintain and update any activation details in Salesforce for relevant sponsors/partners
- Collaborate with Partner Relations team to create sale materials for future sponsorships
- Send bills/invoices to department lead for approval
- Assist with signage plan and positioning as it relates to the needs and preferences of top sponsors
- Be physically present to oversee setup and breakdown of activations, as well as related photo/video coverage for the sponsor/partner activation
- Act as additional liaison between sponsor/partner and event host if additional support is needed
- Assist in wrap report creation for sponsors/partners

### **Knowledge, Skills and Abilities**

- Experience in event management/production/coordination
- Effective and professional communications skills in person, over the phone and in writing
- Brand/Sponsor experience
- Basic knowledge of tech, sound, lighting
- Ability to lift 40-50 lbs if needed
- Highly organized with the ability to manage multiple projects with a high degree of detail
- Excellent interpersonal, verbal and written communication skills.
- Skilled collaborator and motivated team player
- Maintains a high level of professionalism. Reacts well under pressure and in a fast paced environment; treats others with respect and consideration regardless of their status or position; accepts responsibility for own actions; follows through on commitments.
- Proficient in multiple software and database systems including Salesforce, MS Office Suite, and Google Suite

**Work Environment**

This job operates remotely, in a seasonal production office environment, and onsite at event venues (predominantly outdoor settings). This position routinely uses standard office equipment such as computers, phones, printers, etc.

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

**Position Type/Expected Hours of Work**

This is initially a part-time position, working an average of 10-40 hours per week. Hours will increase steadily during the months of May. Position is eligible for hourly overtime pay until June 1, according to California law and as agreed upon and approved in advance by their supervisor. On June 1, this position will transition to a full-time salaried position.

**Travel**

This position will require some local travel. Reimbursement for work related travel is available according to IRS mileage reimbursement rates.

**Required Education and Experience**

Bachelor's degree from an accredited college or university. Minimum three years' experience working/volunteering for a nonprofit organization, preferably a performing arts organization.

**Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**Equal Employment Opportunity**

Festival Napa Valley is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status or any other characteristic protected by the law.