



SENIOR CORPORATE PARTNERSHIPS MANAGER

Reports to: Chief Public Spaces Officer

OPPORTUNITY

Downtown Detroit is home to award-winning public spaces that serve as platforms of engagement and entertainment for Detroit residents, visitors, Downtown employees, and businesses. Our Downtown Detroit parks and public spaces — Campus Martius Park, Cadillac Square, Beacon Park, Capitol Park, Grand Circus Park, and the Woodward Esplanade — reflect historic, contemporary and unique spaces spread over 9 acres that attract millions of visitors annually through a wide array of cultural events and programming.

The Senior Corporate Partnerships Manager will lead the Parks team in securing sponsorship revenue and naming rights to support the annual operating budgets for the Downtown Detroit Partnership's (DDP) parks and public spaces. This includes corporate, business, and civic partners seeking marketing, special events, brand partnerships and sponsorships for all DDP parks and public spaces. This work will require close collaboration with DDP's Development Director to ensure alignment and coordination between all DDP development initiatives.

Responsibilities also include securing and managing other earned revenue opportunities including general park rentals. The Public Spaces Coordinator, who has responsibility for sponsorship fulfillment and supporting Park rentals, reports directly to the Senior Corporate Partnerships Manager.

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.

1. **Sponsorships:** Reach or exceed annual sponsorship revenue goals through identifying and closing sponsorship agreements for the DDP parks and public spaces. This includes identifying leads, negotiating contracts, overseeing sponsorship fulfillment, and on-going client management. Responsibilities include developing a strong sales pipeline, closing sales, and leveraging the Salesforce platform to track and manage the sales funnel. The business development role is responsible for identifying and articulating client value and consistently exceeding client expectations. Sponsorship opportunities include the following:
 - **Corporate Sponsorships:** Develop and maintain strong relationships to secure multi-year sponsorships for the DDP parks and public spaces. This includes identifying, cultivating, and managing corporate and brand relationships both directly with organizations, brands, and their associated agencies.
 - **Marketing Sponsorships:** Identify opportunities for organizations seeking a special events venue and create marketing sponsorships that deliver client visibility in the DDP parks and public spaces. This includes opportunities such as product launches, national event tours, branded activations, promotional displays, and commercial film shoots.

- **Event Sponsorships:** Create and sell sponsorship opportunities at various levels for recurring and one-time events in the DDP parks and public spaces such as tree lighting and movie nights.
 - **Naming Rights:** Leverage the unique and award winning DDP parks and public spaces as long-term naming right opportunities.
2. **Park Rentals:** Sell and manage rentals for all DDP park locations, including paid rentals, in-kind park sponsor rentals and in-kind park programming partner events.
 3. **Marketing and Sales Materials:** Develop sales materials (online and print) outlining partnership and sponsorship opportunities.
 4. **Collaboration:** Determine internal programming and operations support needed for sponsorships and client rentals and coordinate activity between all internal departments and outside vendors.
 5. **Staff Management:** Manage and guide the day-to-day activities of the Public Spaces Coordinator. Provide guidelines and ensure that the Coordinator understands the objectives. Management responsibilities include setting and reviewing annual goals and supporting the Coordinator's overall professional development.
 6. **Knowledge:** Maintain complete knowledge of all park features and services; all area rates; daily, monthly and annual schedules and availability; and all operations department policies and service procedures
 7. **Continuing Education:** Maintain knowledge of industry trends and bring new ideas to the venue. Attend 2-4 training sessions or site visits to comparable parks per year to observe and discuss different rental policies, challenges and trends with other park rentals managers. Present and share findings with Parks leadership team.
 8. **Goal Setting and Reporting:** Develop quarterly goals and monitor and report results for all earned revenue.
 9. **Marketing Support:** Work with marketing to create and update collateral materials for use with all potential and existing clients.

QUALIFICATIONS AND CORE COMPETENCIES

- Bachelor's Degree with emphasis in Business Development, Sales and Marketing, or Hospitality Management.
- 10 years previous related professional experience in business development, marketing, events and sponsorships.
- Demonstrated track record in securing corporate, marketing and event sponsorships and naming rights from lead generation to closing.
- Demonstrated track record managing and retaining corporate, marketing and event sponsorships and naming rights clients over multiple years.
- Tactical level understanding of the Downtown Detroit public space ecosystem and infrastructure.
- Proficient in Microsoft Office and Salesforce and other organizational software systems.
- Strong relationship-building capacity; ability to communicate and work with a diverse set of people including staff, partners, and clients verbally and in writing.
- Experience managing multiple projects simultaneously in a fast-paced and often changing environment.

- Ability to work evenings and weekends, when necessary, both indoors and outdoors, under varying weather conditions. Responsibilities include a physical presence in the DDP public spaces spread across Downtown Detroit.

Interested candidates who meet the required qualifications should submit a resume and cover letter to resumes@downtowndetroit.org with the subject: Senior Corporate Partnerships Manager. This is a full-time position with on-site presence required in our spaces spread across Downtown Detroit, and includes occasional nights and weekends.

The Downtown Detroit Partnership does not discriminate in employment opportunities or practices based on race, color, religion, sex, sexual orientation, genetic information, national origin, age, disability, military status, veteran status or any other characteristic protected by law.

We believe that inclusion, diversity and equity is about creating a culture that embraces the uniqueness of individuals and is representative of our Downtown Detroit stakeholders. We actively work to recognize, develop and promote initiatives towards inclusion, equity and diversity in our hiring, promotion policies and organized events.