



POWERED BY
Buncombe County Tourism
Development Authority

Job Title: Partnership Coordinator
Reports to: VP of Partnership & Destination Management
Department: Partnership & Destination Management (PDM)
FLSA Status: Non-Exempt

Position Summary:

The Partnership Coordinator is responsible for support, engagement, and retention of Buncombe County tourism partners, i.e., businesses and organizations that provide services and experiences for visitors to our community. This role supports new and existing partners via written, in-person, and virtual outreach and communications. Key to this outreach is a sophisticated membership database (Simpleview), which the successful candidate will maintain and manage. The Partnership Coordinator is a critical part of the Partnership & Destination Management Team, complementing five professionals who contribute to the experience of our destination for visitors and residents through investments, advocacy, education, and industry coordination.

The successful Partnership Coordinator will offer a combination of skills and interest in:

- Information technology
- Friendly and efficient service
- Excellent written and oral communication
- Spreadsheets and data
- Explaining processes to others
- The visitor experience and economy in Asheville and Buncombe County

Essential Duties & Responsibilities:

Partner Retention and Support

- Offer excellent customer service to partners, responding promptly to requests.
- Learn Simpleview database, focusing specifically on the Member/Partner application.
 - Onboard new accounts
 - Identify opportunities for partners to enhance their listing and promote their business on our website
 - Review and approve business listings, updates, and Packages/Deals/Coupons for ExploreAsheville.com
 - Manage calendar of events listings on ExploreAsheville.com
- Collaborate with all team members to ensure continual improvement of partner services and engagement opportunities.
- Provide support at partner events.

Partner Communications

- Maintain Partner Extranet including posting reports, informational banners, and archiving dated information.
- Use Act-On email marketing tool to write, format, and proof Partner Alert messages.
- Perform email list maintenance and hygiene.
- Monitor admin email accounts daily.
- Use tools such as PowerPoint and Canva to create partnership marketing and communications imagery and materials.

Partner Data Management and Reports

- Run reports and searches for the PDM team.
- Provide quality control of listing content, data, imagery, and categorization.
- Audit and update database as needed, especially partner amenities.
- Track partner communications in the database.
- Collect data and produce quarterly organizational spending and partner benefits reports.
- Review partnership trends; provide recommendations for outreach.

Other Responsibilities:

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. There may be times where this position is asked to help other team members with their work, completing tasks outside of this description.

Qualifications:

- Bachelor's degree with a minimum of 2 years of experience in membership services and customer relations management. Preferred degree in Business Administration, Public Administration, Hospitality, Tourism, Communications, Marketing, or other related field - OR- any combination of education, coursework, and/or technical training necessary to meet position requirements.
- Preferred experience in Simpleview or similar CRM.
- Strong computer skills and ability to learn and use applications.
- Excellent written and oral communication skills with strong attention to detail.
- Ability to work in a busy office environment with multiple distractions.
- Ability to work independently in a time sensitive environment.
- Ability to develop and maintain cooperative working relationships.
- Ability to organize workload, adapt quickly to change, and deliver under the pressure of deadlines.
- Proficient in Microsoft Office software programs, including Excel.
- Appreciation for Buncombe County's tourism community.
- Must be able to use sound judgment and discretion.

Physical Environment & Working Conditions:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work involves working alone on the computer, collaborating as part of a team, or working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.
- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of occasional outside work functions after hours is required.
- Position is expected to spend time in the community on a regular basis.

Travel:

Some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license, current automobile insurance and own or have access to an automobile when needed.

EEO Statement:

Explore Asheville provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by applicable federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

About Explore Asheville:

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of the Explore Asheville Convention & Visitors Bureau, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward. These strategic imperatives include:

- Delivering balanced and sustainable growth
- Encouraging safe and responsible travel
- Engaging and inviting more diverse audiences
- Promoting and supporting Asheville's creative spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.
- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

What we offer:

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 19 days to start, 11 annual paid office holidays, employer-subsidized medical insurance, employer-provided dental, life, short-term and long-term disability insurance, 401k with a company match, and employee wellness benefits.

Starting salary: \$45,000