

PRIMARY PURPOSE:

The Manager Partnership Activation is responsible for the planning, execution, and day-to-day management of all aspects surrounding detailed sponsorship agreement. This position will act as the liaison between multiple partner contacts and/or their agencies and internal departments. The role will contribute to the overall success of the brand activation team and support the Director of Brand Activation to oversee and project manages the execution of top-tier partner's contractual deliverables, while providing exceptional client service, relationship building, entertaining and weekly and monthly program progress reports. The job will be at the corporate level and is an individual contributor.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Acts as the primary liaison between key partner and MGM to facilitate execution of sponsorship agreement. Oversees and project manages the execution of top-tier partner's contractual deliverables, while providing exceptional client service, relationship building, entertaining and weekly and monthly program progress reports. Ensure a full understanding of client Activation objectives and strategic priorities. Manages all fulfillment activities needed based on client contracts to ensure that all elements that are contractually obligated are delivered in a professional manner.
- Tracks all assets, produces recaps, and reports. Communicates key issues internally via status reports and meeting updates. Manage sponsorship budgets and track expenses.
- Analyzes research findings and identifies activation concepts that align with the brand, support partners' marketing objectives and drive business results. Through strategic planning and assessment, develops complete activation platforms, leveraging contractual assets and delivering a client-focused solution.
- Establishes and maintain best practices. Implement process to streamline tracking assets and inventory and enhancing partner relationships. Maintain strong industry knowledge of best practices.
- Works collaboratively across internal departments and stakeholders for partner approvals and alignment of programs and initiatives.
- Provides direction and execution of high value programs. Achieve activation goals and measure against metrics to defined success. Constantly evaluate and improve activations.
- Completes special projects or reports as requested by Director of Partnership Activation or Head of Corporate Partnerships
- Perform other job-related duties as requested.

MINIMUM REQUIREMENTS:

- Bachelor's degree in Marketing, Advertising, Communications, Sport Management, Business Administration or relevant field, or equivalent experience.
- One (1)+ years experience with account management, client services, and marketing strategy.

PREFERRED:

- Previous experience working in a similar resort setting.
- Previous experience working in entertainment, sports, or a related field