

Brand Partnerships Manager – North America
JOB DESCRIPTION & ACCOUNTABILITIES

NAME:		REPORTING TO:	Marketing Director - North America
POSITION TITLE:	Brand Partnerships Manager	DIRECT REPORTS:	N/A
DEPARTMENT:	Marketing, North America	LOCATION:	New York, New York

POSITION PURPOSE:

The Intrepid Group is a purpose-driven organization that is both the world's largest adventure travel company and travel B-corp. Headquartered in Melbourne, Australia, Intrepid Group, known best for their hero brand Intrepid Travel, has 30 offices worldwide including two North American offices in Toronto and New York City.

The North American Marketing team is a highly collaborative and dynamic team, that is part of the fastest growing region at Intrepid Group. We are seeking individuals who are highly motivated and high performers. With an open and flexible work environment, we measure success more so on impact and innovation rather than hours in a day. We aim to provide ample opportunity for internal growth and development, but also rely on our team members and managers to tell us how we can be better. All Intrepid Group employees in North America start with 4 weeks' vacation, fantastic benefits and one free trip every year.

The Intrepid Group is now looking for a **Brand Partnerships Manager** to join our North American Marketing team. This individual will be responsible for sourcing, developing and executing all strategic brand and lead acquisition partnerships in North America. This individual will demonstrate an expert ability to pitch partners and develop new opportunities that both grow the Intrepid Travel brand and our email database. This includes, but is not limited to, partnerships with the world's largest and most well-aligned brands, retailers, NGOs, tourism boards and more. You will demonstrate an ability to execute and manage multiple projects on a deadline, with a focus on brand alignment, creativity and conversion. You are an exceptional team player, relentless self-starter, and a strategic, big picture thinker.

The **Brand Partnerships Manager** will execute key priorities including:

1. Grow our email database through lead acquisition partnerships and sweepstakes
2. Raise the Intrepid Travel and Intrepid Group brand profile in North America through creative brand partnerships
3. Develop the North American Partnerships strategy and budget for Intrepid Travel and the Intrepid Group brands
4. Develop KPIs and report on partnership lead acquisition, ROI and brand lift
5. Push our purpose beyond profit message through brand partnerships and brand messaging

QUALIFICATIONS AND EXPERIENCE

- A bachelor's degree or equivalent 4-years of life experience
- 5+ years of strategic marketing and partnership experience
- Strong network of North American brand, retail, e-commerce or travel partnership contacts
- Expert interpersonal and relationship building skills
- Results driven with a strong commercial acumen

- Experience working across multiple marketing functions including digital, content and storytelling
- Experience in managing budgets
- Strong multi-tasking and project management skills
- Strong leadership and teamwork abilities
- Understanding of North American legal requirements for sweepstakes

OTHER SKILLS AND ATTRIBUTES

- Ability to identify and pitch for new business opportunities
- Expert understanding of branding
- Focus on ROI and commercial aspects of marketing
- Highly self-motivated, willing to experiment, thrives on change
- Ability to lead a team and manage people and processes
- Ability to identify opportunities and think quickly and strategically about trending news
- Strong understanding of the needs and wants of the North American traveler
- Great interpersonal skills and the ability to work with cross-functional teams
- A flexible approach and a willingness to work nonstandard business hours
- An understanding of and belief in Intrepid Group's core values & style of travel