

# BLLENHEIM

## JOB DESCRIPTION

**Job Title:** Partnerships Manager  
**Department:** Marketing  
**Reports to:** Blenheim and Blenheim Palace Marketing Manager

**Summary of role:** Working within the Blenheim and Blenheim Palace Marketing Team to work with Partners to continue to work with key partners and develop new relationships. Deliver incremental business through additional ticket sales through Partners, and push through new partner initiatives.

- Tasks & Responsibilities:**
- Put together new contract agreements for all partners
  - Work with partners on training them on the ticketing schemes
  - Working closely with DMO's to ensure that Blenheim is front of mind for all promotions. Working with the Marketing Assistant to provide content for any of their newsletters etc
  - Represent Blenheim Palace at any DMO networking events
  - Book and represent Blenheim Palace at any of the Partnership events that are relevant
  - Working with the Marketing Assistant to create newsletters to go to the partners advertising up and coming Palace events and tours or FAM Visits
  - Working with travel companies, Bus and Rail to ensure they are making the most of the partner ticketing scheme
  - Putting together new packages for the partners, working with them to drive higher spend per heads, e.g. retail and catering
  - Working with the on-site catering team to deliver and partner requirements
  - Work closely with the operations team to develop any special tours or VIP Trips
  - Working with Visit England/Visit Britain, helping them to push ticket sales through their on-line shop
  - Working with Tesco's as the Blenheim Palace account manager, making sure that this is delivering incremental sales
  - Have reactive plans in place to be able to act quickly – either to deliver additional visitor numbers or crisis comms
  - Develop an internal comms plan, to communicate all PR activity with other teams.
  - Work in conjunction with the rest of the PR and Marketing team on special and launch events
  - Support event partner promotions working with the marketing and operation teams, ensuring that all Blenheim Palace brand guidelines are adhered to.
  - Source new and build upon existing Partnership relations to increase awareness and drive return
  - Develop existing and new relationships with OTA's ensuring that their tickets, content and contracts are all up to date.
  - Working with the Marketing Assistant to supply content to stakeholders and partners as and when required to deliver up to date product and pricing
  - Build strong relationships with all partners, to ensure that they have all they need, if they are ticket sellers or if they more traditional marketing partners
  - Build a database and work on a database of Partners and VIPs

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## Key Objectives for role

- Help with the delivery of yearly visitor numbers, through campaign delivery (750,000 paying visitors)
- Hit targets on new partners, FAM trips, tours and events attended
- Delivery of key campaigns to support visitor numbers including Seasonal, Themed, Christmas, Events and BAU comms.
- Delivery of bespoke campaign including: Art Installations, temporary exhibitions
- Delivery of campaigns to support other key areas of Blenheim Palace, Hospitality, operations, groups, education, retail and catering.
- Produce monthly reports on: visits made, new partners on-boarded, sales through partnerships, new areas of interest

## Skills & Experience:

- Have an understanding of the market impacts on tourism and what Blenheim Palace needs to do ensure it continues to grow its visitor numbers
- Awareness building of the Charity including – pushing the Gift Aid message and subsequent GA revenue.
- Understand the changes within the partnership space, including new ways to visitors through third party ticketing

## Person Specification:

- Passionate, enthusiastic & driven
- Proactive
- Confident to represent the business externally at events, with partners and presenting
- Strong communicator verbally and written skills
- Adaptable and flexible to change
- Thrives off a busy and dynamic environment
- Team player and collaborative approach
- Able to deliver under pressure
- Organised and effective

## Our Culture:

At Blenheim, we are passionate about providing an environment for our employees to develop their skills, try new ways of learning and encouraging their talents to flourish. Our Blenheim Behaviours are shared by all and are an important aspect of joining the Blenheim Team.

- Relish a New Challenge Everyday
- Keep Our Promises
- Show Honesty with Kindness
- Share a Sense of Belonging
- Make History