

Marketing Partnerships Manager

Reports to Head of Marketing

About Startup Boston

Startup Boston is an organization working to connect, educate and celebrate the startup community. We are an all-volunteer team creating events and content *for* the startup community *by* the startup community.

Job Overview

We are seeking a strategic Marketing Partnerships Manager to oversee all partnerships that happen during Startup Boston Week and year-round. The ideal candidate will have at least a year of experience in a recruiting or sales environment, and has a proven track record in managing people. You will be responsible for leading a team of coordinators as they prospect and secure partnerships with organizations throughout the New England area. This includes assigning territories, clarifying what makes an ideal partner for Startup Boston, running monthly check-ins with the team and one on ones to ensure everyone is on the same page.

An outgoing personality is a must as you'll be building relationships with potential partners both online and in-person. Think of yourself as a brand ambassador with an infectious enthusiasm for everything Startup Boston. This mentality will make people want to partner with us, and it will motivate your team to reach their prospecting goals.

As a critical member of the Marketing team, the Marketing Partnerships Manager is a volunteer role that provides experiences similar to an Senior Account Executive, Sales Manager, and Business Development Manager.

Responsibilities and Duties

- Run the strategy behind our partnerships program. You'll assign territories, define what makes an ideal partner for Startup Boston, and more!
- Manage a team of coordinators responsible for prospecting and securing partnerships for Startup Boston Week and year-round
- Utilize LinkedIn to prospect and Hubspot to keep track of potential leads
- Act as a brand ambassador for Startup Boston. You will radiate an infectious enthusiasm for our organization that will persuade potential partners to want to partner with us!

Qualifications

- Time commitment of 3 to 5 hours per week to focus on organization deliverables
- 1 year of recruiting or sales experience is required
- 1 year of experience managing others or working in a highly people-focused role is required
- Outgoing and personable. You'll be publicly representing the organization externally and building relationships with potential partners in the startup community.
- Ideal candidates can be physically available to be onsite at some point during Startup Boston Week