



PARTNERSHIPS MANAGER- AREA15 LAS VEGAS

JOB OVERVIEW:

AREA15 is seeking an enthusiastic Partnerships Manager that will be based in Las Vegas. The ideal candidate will be specialized in implementing and developing commercial and strategic relationships with outside organizations in accordance with AREA15's overarching objectives, goals and strategies to raise awareness of AREA15 and its tenant properties through sponsorships, branding, sales and showcase opportunities.

The Partnerships Manager will be expected to ensure that revenue goals are achieved through these partnerships by way of introduction to new concepts and innovations within the marketing field and beyond. Thinking creatively and outside-the-box is encouraged.

RESPONSIBILITIES AND DUTIES:

- Work with the Director of Marketing and Communications and Managing Director of Entertainment and Events to create a systematic, process-driven approach to partner outreach and relationship management
- Identify, develop, and evaluate local and national strategies and partnership opportunities, based on knowledge of overall AREA15 objectives, market characteristics and budgets
- Communicate effectively with senior management about partner initiatives and project metrics; brainstorm fresh strategies that will align our internal goals with new and existing partner relationships
- Research key partners, identify leads and create sales materials
- Collaborate with the Director of Marketing and Marketing Manager to build a database of sponsorship and partner opportunities for AREA15, its tenants and its event business
- Meet budget and revenue goals set out by the AREA15 events department
- Forecast, measure, and report the results of various projects with partners, including co-created and/or co-branded content, lead sharing, and/or event partnerships
- Secure sponsorships for and organize promotional events at trade shows and other external venues and networking or social events (i.e. First Fridays, ICSC, etc.)
- Work closely with corporate marketing to support on-site public relations efforts – media tours, spokesperson interviews, photoshoots, etc.
- Contribute content to brand email marketing campaigns



- Ensure all AREA15 brand guidelines are met for all events, materials and merchandise.
- Build and maintain relationships with Las Vegas Convention & Visitors Authority, along with other attractions in the Las Vegas market for partnership opportunities.
- Keep a great ongoing relationships with current
- partners and offer new ways to grow the partnership
- Performs any other job related duties as assigned

QUALIFICATIONS:

- 5+ years of proven work experience as an Outreach and Partnerships Manager
- Entertainment, Sports or Retail industry knowledge, experience or expertise preferred
- College degree in marketing, communications or related field required
- Able to multi-task, detail oriented
- Ability to effectively work independently and within a team environment
- Strong sense of urgency and ability to prioritize tasks in order to meet expectations, timelines and budgets
- Ability to be a creative thinker with analytic skills
- Exceptional verbal and written communication skills
- Professional appearance and demeanor
- Networking aptitude
- Highly proficient in PowerPoint, Adobe InDesign, Excel and Word
- Ability to execute best practice standards to deliver the ultimate customer experience
- Must be flexible and able to work event shifts which may include nights, weekends and holidays
- Ability to travel as needed. Passport preferred.

SALARY:

Commensurate with experience. Personal factors such as your demonstrated hard and soft skills, level of education, history in the sector or industry, and relevant work experience will all be evaluated.



ABOUT AREA15:

AREA15 is a wholly re-imagined world weaving together immersive experiences, themed events, art installations, restaurants, bars, and nightlife. Opening in late 2019, the complex will appeal to a variety of clientele, including gamers, comic-con and sci-fi enthusiasts, artists, music and festival lovers, and anyone simply looking for an immersive and unique experience. AREA15 is a development project led by a joint venture between real estate development firm Fisher Brothers and creative agency Beneville Studios, both of New York. The complex offers up to 126,000 square feet of customized tenant space for a curated collection of experiential and retail businesses, 68,000 square feet of leasable ground floor space, and up to 58,000 square feet of mezzanine space. A 40,000-square-foot indoor and outdoor event space—ideally suited for live music, festivals, corporate events, e-sport tournaments and much more—will be adjacent to the retail and dining options. Complementing the retail and event space is the interconnected "Spine," a destination unto itself as an immersive bazaar and promenade that ties all of the tenants together.

TO APPLY, SEND COVER LETTER AND RESUME WITH "PARTNERSHIPS MANAGER" IN THE SUBJECT LINE TO CAREERS@AREA15.COM

AREA15 is an equal opportunity employer and values diversity. We are committed to complying with all federal, state and local laws providing equal opportunities and all other employment laws and regulations.