

Job Description: Director of Strategic Partnerships
Reports To: VP of Product Development and GSC
FLSA Designation: Salaried, Exempt

Department: Global Sourcing
Location: 790 E. Johnstown Rd, Columbus, OH
Updated last: March 26, 2023

What you will accomplish: The Director of Strategic Partnerships is a role that has a multi-faceted approach and focus. The overall objectives have been detailed out below and will require supporting clarity during onboarding as to "what success is". Each internal sales departments have its own leadership and will require you to work alongside the leaders. Additionally, you will hold the sales teams accountable for successful execution and compliance. As the Director you will follow Leaderpromos' strategic plan as well as help develop improvements across the company.

Vendor Relations: This is your primary role. You will be required to consistently engage with Leader's TOP Preferred Supplier partners to maximize margins, rebates and vendor supplied resources. Maintaining a consistent Preferred Vendor Partnership Program and creating improvements within current relationships as well as establishing new ones. (This role will have a vendor assistant TBH to help in the day to day) You will be responsible for the below:

Job Responsibilities:

- Vendor Rebates, Contracts and Benefits to Leader (make sure all are on file and up to date)- Keep a spreadsheet of monthly sales vs. rebate targets. Direct the sales teams to use preferred partners.
- Coordinate on going Vendor Presentations. Know the correct cadence for good participation. Leader currently has a small team (assigned by team lead) vendor presentation approach so there is more interaction and knowledge of products related to specific clients.
- Educate and Motivate sales teams the importance and value of preferred relationships, and the expectations as to how to treat our vendors with respect. *Leaderpromos holds all vendor partners in high regards.* We can't do our job without them. All team members are expected to treat our partners with respect.
- Increase Participation in Vendor Presentations both virtually and in person with all Leader's employees that benefit from product knowledge.
- Meet Vendors outside sales representatives in person as needed at the home office in Columbus.
- Stay on top of all trends, products, and industry knowledge. This also includes current "state of the industry" changes in compliance, pricing, and any market changes.
- ALWAYS- promote sustainable products. Hold our vendors to report all Leader's **sustainable sales**, by sales rep / client, and report this to Leader monthly. Leaderpromos requires the sales team to always submit sustainable recommendations with every presentation.
- *Create* unique marketing programs with vendors and know their current program benefits, creative resources, and develop exclusive Leader marketing promotions.
- Keep a master Vendor Benefit Sheet both for spot buy orders and a master Vendor Benefits for Program Business (online stores)- These are different and require separate conversations with our preferred partners.
- Create a Master calendar of featured product specials or product trends by month that coincides with marketing's eblast cadence of 2-3 per month.
- Keep track of monthly spend, rebate qualification, and new promotions by vendor and understand why Leader partners with them. Send a report monthly to show how we are working to achieve rebates.
- Communicate all the above to employees in a manner (to be determined) that keeps resources TOP of mind in their daily activities.

- Develop web and webstore product specific promotions/ specials in tandem with the marketing team, sales teams, and the program managers.
- Create a Vendor Marketing Subsidy. (Vendor “Pay to Play” strategy for preferred marketing opportunities.) Including our Power Summit Vendor Showcase yearly, and for the future re-launch of LeaderEarth (to replace Leaderpromos.com)
- Be the main point of contact for all vendor problems. The sales team will report these directly to you and you will manage these issues to get the “full story” and how our vendors can meet our Service Level Agreements. These issues will at times need escalation to the leadership team, to determine action items.
- Manage the preferred vendor list within Leader’s intranet and on CommonSku.
- Know all the systems to be able to communicate throughout the organization effectively.
- Be a resource for Leader’s sales teams to learn about current vendors new product offerings, trending merchandise, decoration techniques as well as how to choose the right vendor.

Qualifications:

- Bachelor’s degree in marketing, Business or a related field.
- 10+ years of relevant experience in business development, sales, or partnerships.
- Proven track record of developing and executing successful partnerships.
- Demonstrated ability to think strategically and creatively to identify new business opportunities.

Required Skills:

- Excellent communication, negotiation, and presentation skills.
- Ability to uphold and demonstrate the highest level of integrity in all situations and recognize standards required by a regulated business.
- Strong work ethic, accountability, and team mentality.
- Strong ability to sell persuasively and be comfortable in a selling role interfacing with the customer.
- Strong ability to build diverse collaborative relationships.
- Proficient in setting priorities, meeting deadlines, and managing multiple projects in a fast-paced environment.
- Experience articulating concepts and recommendations in a clear and concise manner.
- Must be self-motivated and work well under pressure within a dynamic, changing and fast-paced environment with strict deadlines.

Be a LEADER every day

At Leaderpromos Marketing Agency we love coming to work every day, and we have strong beliefs in how we show up to work together. When you join Leaderpromos this is the commitment you make back to the organization. We are proud of what we do for our clients, and we are proud of how we do it—the culture we have built with each other. We are an inclusive, certified woman-owned business, focused on the individual growth and success of all team members. If you share a belief in these core values, then you should be a Leader too.

We **Lead with Confidence.** We lead with Innovation, creativity, open-mindedness, and commitment.

We **Embrace Change and Grow.** We believe diversity, inclusion, always learning, continual self-improvement, and being flexible makes us all better people.

We know that **Attitude is Everything.** We know that being positive and passionate will lead to a high-level teamwork and accountability.

We Believe in **Doing the Right Thing**. We promise to be respectful, operate with integrity and awareness.

We are **Eager to Serve**. We believe in customer excellence, consistency, and executing and delivering results that matter!

We are **Resilient**. We take pride in our work, our community, and caring. Doing our part to make this world a better place.

About Leaderpromos:

Leaderpromos is an award-winning promotional marketing agency. Our strategic approach and partnership mentality delivers custom products that promote top-of-mind brand awareness. We immerse ourselves in the customer's brand and align with our client's marketing strategies to create tailored solutions above and beyond expectations.

Just like it is important to our clients to distinguish themselves from the competition, we take the same approach at Leaderpromos. Our agency possesses the latest technology and resources to activate brands. Our global reach provides clients worldwide-branded products regardless of their location. With extensive in-house exclusive services, we become your single-source solution to deliver success. Leaderpromos' passion for creativity and dedication to our clients has ranked us among the top 1% of 26,000+ distributors nationwide. For more than 25 years, Leaderpromos has offered branding solutions backed with innovative ideas, the best technology and a passion for delivering results.

Leaderpromos is an equal employment opportunity employer. We welcome everyone regardless of their race, color, religion, sex, sexual orientation, gender expression, national origin, age, disability, veteran status or genetics. We provide an inclusive, open and diverse work environment.
