



PARTNERSHIP MARKETING MANAGER: USA + CANADA, SEATTLE

Tractive is the worldwide leader in GPS pet tracking. Great design combined with great technology, customer centricity and value have ensured Tractive products stand out from the competition. Tractive's products help keep pets safe and provide owners with peace of mind.

Tractive seeks a full-time Partnership Marketing Manager based in Seattle, WA to own partnership marketing for the fast growing US and Canadian markets. The role reports directly to the EVP for the US and Canada and regularly collaborates with European counterparts and support teams.

Responsibilities

- Plan and execute creative, results-driven new partnerships with pet industry companies, pet welfare non-profits, media properties, and celebrities
- Project manage promotional partnership efforts cross-functionally across digital marketing, social media, email and tech teams
- Maintain and build relationships with new and existing partners
- Collaboratively set and hit aggressive monthly and quarterly goals

Key Attributes

- You're excellent at making fast friends and allies with potential partners and building win-win partnerships. You love forging and scaling partnerships. It gives you energy.
- You're visionary and inspiring but also organized. You can herd cross-functional cats both within Tractive and within partner orgs.
- You have creative ideas but understand it's ultimately all about the results.
- You're polite but persistent and highly resourceful. Between your network, LinkedIn and internet sleuthing, you can find a way to connect with anyone and have a "figure it out" attitude.
- You love collaborating and sharing success of team efforts... but you also can be a one-person band and pull it all together to get it done solo when you need to. Like the characters in all those Fast & Furious movies.

Qualifications

- You have at least five years of partnership experience and know how to deliver results. You've managed a diverse set of partnership campaigns.



- You have experience managing creative asset development.
- You are comfortable with Google Analytics and quantitative reporting.
- You love dogs! Even better, you have or had one. Keeping pets safe and providing pet parents peace of mind sounds like a great thing to get paid to do.
- You would enjoy managing a 20 hour a week paid marketing intern.
- Traveling to headquarters in Austria one to two times a year sounds großartig!
- Seattle location or willing to relocate to Seattle preferred but remote considered.

To apply send cover letter and resume to anbl@tractive.com.