

Summary of the Role:

The Engagement Manager for Zeller will be responsible for the marketing, coordination, and production of events from conception to execution for one of our Zeller Property Assets in Downtown Indianapolis. The events may be Tenant, Company, Art or Community based. This role requires clear communication, excellent organizational skills coupled with impeccable attention to detail. The selected candidate must work well under deadlines, ensuring the smooth, efficient execution of the event or installation through anticipating needs and priorities, along with effective financial management of the event. The Community Engagement Manager is a hands-on role and is an extension of our Building Management Team.

Responsibilities of the role:

Social Media/Content Creator

- Build and maintain the month property calendar of events.
- Create and submit posts for the property's social media platforms.
- Monitor and track metrics for all social media platforms.
- Must be able to use Instagram, TikTok, LinkedIn, Facebook, Twitter, Canva, PowerPoint, app software, video software, editing software, and other platforms/software as required.
- Create consistent branding to ensure seamless integration with all property amenities.
- Manage the CAPCTR app and ensuring it is up to date with relevant information.
- Work with HqO (app developer) to ensure we are delivering best in class service and finding new and better opportunities for our app users.
- Procure videos and photographs from building events, around the building, at networking events, and other various places to create content stock.

Event Planning

- Research market to identify opportunities for partnerships/events/art installations.
- Preparing detailed responses to RFI's, RFP's (i.e., timelines, physical size/location, legal requirements, etc.) as needed.
- Tracking of event finances including invoicing, check receipts, and reporting.
- Overseeing the dismantling and set-up of each event efficiently and timely.
- Coordinating suppliers, managing client queries, and troubleshooting on the day of the event to ensure that all runs smoothly.
- Maintaining the building events calendar and distribute invites to team.
- Create and push content and marketing materials for all events.
- Preparing post-event evaluations (i.e., recording data information on media and/or marketing company whose clients are accessing the plaza use).
- Securing, booking, and planning multiple events/installations to maximize full use of the space.

Conference Center and Amenity Management

- Ensure timely response to inquiries for amenity, conference rooms, social hub, and tenant event suite bookings, which may include coordinating meetings with clients, caterers, or other vendors. *Often including coordinating in person meetings with clients, caterers, and other vendors.*
- Coordinate space set-ups including: catering setups for upcoming events, follow-up on insurance, legal, health and safety, and IT technology requirements.
- Post billings and ensure receipt of all necessary approvals from Tenants.
- Implement and utilize Angus software to enhance tenant scheduling experience regarding setups, services, equipment needs, catering needs, and scheduling HVAC needs per meeting.
- Coordinate and implement experience design and functionality of the property amenities.
- Overseeing the dismantling and set-up of outdoor plaza efficiently and timely.

Bar Operations

- Coordinating appointments and site visits to the property during their walk through of the bar.
- Research market to identify opportunities for partnerships/events/bar operators.
- Secure monthly bar operators and establish a relationship with market and industry partners.
- Track bar operator financials and feedback to ensure success.

Fitness Center

- Coordinating appointments and site visits of the fitness center.
- Creating fitness classes and programs through various providers that can be offered on membership packages.
- Find fitness center instructors for various class offerings.
- Collect and request tenant survey feedback.
- Find fitness classes to be held at the building as another added amenity and service.
- Manage MindBody and all payments received, collections, cancellations, and new memberships.
- Ensure MindBody's Capital Center page is up to date with correct information and branding.
- Promote and increase new memberships in the fitness center.
- Inspect and keep the fitness center clean, stocked, and in line with a Class A office building.

Other General Duties

- Manage, educate, and enhance tenant relations program offering best-in-class service, and seamless integration with all property amenities.
- Attend team meetings, contractor meetings, and tenant meetings.
- Creating a menu of services that can be offered to clients for an additional fee (i.e., preparing event permit applications, liaising with the City of Indianapolis and other related municipalities to assist with the safe and secure expedition of events, signage promotions etc.); and managing those additional services.
- Collaborating with the General Manager, Asset Manager and In-House Legal Counsel regarding any unique terms and conditions of the License Agreement outside of the standard agreement.
- Ensuring legal documents/license agreements are executed to protect the asset. Organizing potential car parking, traffic issues, security, first aid, hospitality, and media.
- Ensuring insurance, legal, health, and safety obligations are adhered to (have a full understanding of Rules/Regulations and insurance requirements for the use of the property).
- Assisting the Building Management Team in various support roles (i.e. answering phones, special project collaborations, administrative and managerial tasks, etc.).
- Assist the Building Management Team in leasing showings, coordinating special requests and procure materials.
- Promoting Capital Center and building retail tenants when appropriate, to provide services (i.e. food, beverage, etc.) to clients, creating collaborative relationships for future use; Assisting with preparing the annual budget and provide periodic progress reports to Building Management throughout the year.
- Attend Networking events from time to time that are relevant to job.
- Understanding of budget expenses and tracking income and expense as it relates to amenities, social media, marketing, bar operator and event planning.
- Initiative-taker mentality and resourcefulness with critical thinking skills.
- Creative thinking skills and outside of the box thinker.
- Other responsibilities/duties as assigned by General Manager.

Requirements:

- Ability to manage multiple projects from a variety of team members and clients.
- Excellent interpersonal skills both via phone and in person.
- Excellent organizational skills, and detail oriented.
- Commitment to deliver best in class Customer Service to internal and external customers.
- Ability to establish and build relationships with industry associations and throughout the community.
- Business professional in attire and appearance.
- Ability to use Microsoft Word, PowerPoint, E-mail, and the internet to the supervisor's expectations. Ability to learn new software as required.
- Excel expertise in creating spreadsheets, tracking budgets, calendars, graphs, formulas.
- Bachelor's Degree plus related event planning/work experience preferred.
- 3 – 5 years of work experience in hospitality and managing events.