

**Job Title:** Tenant & Events Manager Midwest  
**Reports to:** VP of Marketing  
**Status:** FT/Exempt

## **A. RESPONSIBILITIES AND DUTIES**

### **Summary**

The Tenant and Events Manager is responsible for implementation of shopping center marketing including leasing marketing and tenant event support, key event programming and tenant management in Omaha and Lincoln, NE, as well as Lee's Summit, MO. Marketing strategies are focused on driving traffic and engaging the communities the properties sit in through key events, digital and press initiatives that support and increase retailer sales, and business development with local, regional and national sponsorships to enhance property value. In addition, this position provides support for special projects under the direction of the VP of Marketing. This role is on the corporate marketing team but is located in the Midwest in Lincoln, NE.

### **Essential Duties and Responsibilities**

- Work with Field Marketing Manager Midwest, community partners/sponsors and non-profits in the area to enhance current and potential events.
- Execute all on-site events from the planning stages to event day including all advertising including public relations, community partnerships, logistics, permitting and success metrics.
- Collaborate with corporate marketing team and property management teams to create all ad concepts to include social media, website, digital and print advertising for events and tenant/property marketing.
- Support Field Marketing Manager Midwest's objectives with specialty leasing and sponsorships to support ancillary revenue goals.
- Build strong relationships with property management teams and their current and potential tenants to understand their businesses and create marketing opportunities on-site to drive traffic to their center and tenant stores.
- Coordinates on-site graphics for the Lee's Summit, Omaha and Lincoln properties.
- Communicate with the Midwest properties GMs, tenants, sponsors and vendors to keep communication consistent, efficient, enjoyable and effective.
- Plan event with attention to financial and time constraints
- Research vendors (catering, decorators, musicians etc.) and choose the best combination of quality and cost
- Negotiate with vendors to achieve the most favorable terms
- Manage all event operations (preparing venue, invitations, signage, personnel etc.)
- Do final checks at the day of the event (e.g. tables, technology) to ensure everything meets standards
- Oversee event happenings and act quickly to resolve problems
- Evaluate event's success and submit reports
- Assumes additional responsibilities and performs special projects as needed or directed.

## **B. QUALIFICATIONS**

### **Education & Experience:**

Bachelor's degree related to marketing, event planning, hospitality, leasing, or equivalent combination of education and experience.

**Required Skills:**

- Demonstrated leadership and management ability
- Creative abilities; ability to think “outside the box”
- Developed knowledge of marketing commercial real estate
- Strong communication and organization skills
- High degree of initiative and independent judgment. “self-starter”
- Strong analytical and problem-solving abilities
- Ability to prioritize multiple projects
- Detail oriented; organized and thorough
- Work well under pressure, meeting deadlines consistently
- Ability to develop and manage budgets

**Work Environment**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and a variety of other technology. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms and requires the ability to occasionally lift office products and supplies up to 20 pounds.

**Disclaimer**

This is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different tasks be performed as assigned.