



EVENT & MARKETING MANAGER

CATAPULT MISSION

Catapult's mission is to increase the viability of start-ups in central Florida through a collaborative workspace, thoughtful education, and funding to drive local business forward.

JOB SUMMARY

The Event and Marketing Manager will be responsible for all events at Catapult, both internal and external as well as management of room rentals. This role is crucial for generating revenue through successful event planning and maintaining strong customer relationships resulting in repeat business. Additionally, the manager will be responsible for overseeing marketing interns, guiding them in creating effective marketing materials and campaigns to enhance event attendance and overall membership growth of Catapult.

The ideal candidate should possess excellent organizational, communication, and leadership skills, with a passion for delivering memorable experiences and fostering a thriving community of entrepreneurs and professionals. The Event Coordinator will report to the Associate Director.

JOB DETAILS

Hire Date: Immediate

Full-time

JOB ESSENTIALS

1. Rental Management

- Identify opportunities to advertise rental spaces
- Serve as the main point of contact for all rental inquiries and coordination
- Maintain daily rental schedule
- Coordinate both internal and external client rental agreements
- Make all room reservations visible in Office RnD
- Maintain the cleanliness and order of all rental spaces
- Perform all necessary set-up and tear-down for each rental in coordination with facilities manager
- Coordinate room security needs
- Communicate maintenance issues with facilities
- Serve as IT/AV tech as needed
- Assist in the coordination of all catering agreements with kitchen vendors
- Provide prospecting tours and tech check appointments
- Invoice and process payments for all rentals
- Provide exceptional customer service to rental clients and maintain strong relationships with each
- Provide monthly rental reports to Assistant Director - renters, number of rentals, number of hours used, revenue, survey results, etc.

2. Catapult Programs + Events

- Plan and coordinate quarterly community building events for Catapult members
- Plan and coordinate educational and funding events including Launch (twice annually), and workshops (as needed)
- Plan and coordinate the Lakeland Entrepreneur Awards - annual fundraising and awards event for 400 guests
- Coordinate opportunities to advertise programs + events
- Assign duties to Catapult team members to assist in the smooth operation of all programs + events

3. Marketing

- Lead marketing interns in their development and duties.
- Oversee all marketing activities (social, web, email, and print) including strategic planning and quality control

REQUIRED QUALIFICATIONS

- Bachelor's Degree in Marketing, Communications, Hospitality or related field or equivalent experience.
- Excellent verbal and written communication skills with exceptional attention to detail and grammar
- Excellent computer skills and proficient in Microsoft Office
- Experience working with a high-performance, collaborative, and constructive peer group
- Excellent customer-service skills
- Physically capable of lifting objects up to 25 pounds (tables, chairs, coolers etc.)

CATAPULT TEAM VALUES

- We lead from a place of serving.

- We put others first, helping them develop and perform at high levels.
- We value integrity, passion, and grit.
 - We believe honesty is the best policy, get more excited than the average bear, and are powerfully motivated by our long-term goals.
 - We believe that people are at the heart of everything we do.
 - We love people, build relationships, and make connections with the goal of changing one life at a time.
- We get it done.
 - When there is a hard issue to tackle in our community, our community comes to us. We roll up our sleeves and get after it.
- We have fun!
 - We're a bunch of goofballs that love what we do and have fun doing it.

CATAPULT VALUE PROPOSITION

VALUE PROP #1: TRAIN, EQUIP, AND LAUNCH STARTUPS

Catapult provides resources and a space for entrepreneurs to test, fail, learn, scale, and launch their businesses.

1. A collaborative workspace
2. Education
3. Funding

VALUE PROP #2: BUILD + GROW AN ENTREPRENEURIAL CULTURE

Catapult connects the community to entrepreneurs and their stories by celebrating success, promoting startups, and making entrepreneurship accessible.

1. Success stories
2. Member profiles & spotlights

3. E-newsletter
4. Videos, media, + content