



JOB OPPORTUNITY

JOB TITLE: Community Plaza Manager

IMMEDIATE SUPERVISOR: Executive Director

LOCATION: Oklahoma City; Not a remote position

COMPENSATION: TBD

STATUS: Project-based/Contract/Full-time - including evenings and weekends, as needed for events and plaza operations.

ABOUT CALLE DOS CINCO

Calle Dos Cinco in Historic Capitol Hill (C25) is dedicated to preserving, supporting, and promoting Capitol Hill as a vibrant, multicultural neighborhood business district. Through community events, cultural initiatives, and business district improvements, we celebrate the rich Latino heritage of Oklahoma City while fostering economic growth and civic engagement.

C25 operates as part of the Historic Capitol Hill Business Improvement District (BID) and functions as a 501(c)(3) nonprofit organization. To learn more, visit historiccapitolhill.com.

JOB SUMMARY

The **Community Plaza Manager's** primary role is to oversee the opening and ongoing operations of the community plaza ensuring it becomes a vibrant hub for cultural activities and community interaction. The manager's ongoing role is to plan, organize, and execute events that engage and connect members of the community, with a focus on building relationships, and fostering a sense of belonging.

This project will have two phases:

Phase one includes:

Launch Plan:

- Develop a comprehensive launch plan outlining financial projections, marketing strategy, operational details, and staffing requirements.
- Include a budget for equipment, marketing, and operating costs.

Concept Development:

- Contribute to branding plans
- Define the Plaza's unique selling proposition (USP) - what sets us apart from other venues.
- Work with community stakeholders to develop event concepts that engage and reflect the diverse cultural heritage of the Capitol Hill neighborhood

Marketing Strategy:

- Create a marketing plan to reach our target audience through online platforms, social media, local partnerships, and networking.

Booking and Operations:

- Develop operational procedures for event booking, setup, execution, and cleanup.
- Develop a pricing structure based on your market research and venue offerings.

Staffing and Operations:

- Identify qualified staff (skills) including event coordinators, security personnel, maintenance workers, and customer service representatives.
- Invest in necessary equipment, technology, and furniture based on the types of events you plan to host.

Phase two includes:

Launch Opening and Execute Grand Opening Campaign:

- Lead the planning for the grand opening of the community plaza.
- Lead the grand opening
- Schedule & invite participants for ribbon cutting (VIP, community members, press)
- Secure supplies and equipment
- Coordinate food/beverage/entertainment for ribbon cutting
- Collaborate with PR team for marketing

Ongoing Management:

- Begin accepting bookings and promoting the Plaza to potential clients.
- Continuously monitor operations, gather feedback from clients, and adapt your strategy as needed.
- Oversee maintenance, vendor relationships, and logistical aspects of plaza operations.
- Manage event budgets, timelines, and logistics to ensure successful and impactful events.
- Contribute to marketing efforts to create event copy and marketing materials needed (branding, posters, graphics, Facebook events, newsletter, etc.)

REQUIRED SKILLS AND QUALIFICATIONS

Education & Experience

- Bachelor’s degree in business administration, event management, marketing, nonprofit management, or a related field (preferred)
- Minimum of 3 years of experience in event planning, community engagement, venue management, or a related role
- Experience working with diverse communities, preferably within Latino and multicultural settings
- Previous experience in nonprofit organizations, economic development, or cultural programming is a plus

Skills & Competencies:

- **Project Management:** Ability to develop and execute plans, manage budgets, and oversee logistics for events and plaza operations
- **Event Planning & Coordination:** Strong experience in organizing events, including scheduling, vendor coordination, budgeting, and logistics
- **Marketing & Outreach:** Experience in branding, social media marketing, and partnership development to promote the Plaza and its events
- **Community Engagement:** Strong relationship-building skills to connect with local businesses, stakeholders, and the Capitol Hill neighborhood
- **Operational Management:** Ability to create and implement booking systems, pricing structures, and operational procedures
- **Staff & Volunteer Management:** Experience in recruiting, training, and managing staff and volunteers for event support
- **Financial Acumen:** Budget planning, financial tracking, and cost management skills
- **Strong Communication Skills:** Excellent written and verbal communication, with the ability to create compelling marketing materials and event promotions
- **Problem-Solving & Adaptability:** Ability to troubleshoot challenges and adapt event plans based on feedback and unforeseen circumstances

Preferred Qualifications:

- Bilingual in English and Spanish (highly preferred)
- Knowledge of the Historic Capitol Hill area and its cultural landscape
- Proficiency in event management software, CRM systems, and digital marketing tools (e.g., Canva, MailChimp, Eventbrite, social media platforms)

WORKING CONDITIONS

- Candidates should be prepared to be visible to stakeholders and to spend a portion of their time moving around the district, either by foot, bicycle, or other transportation
- Strength enough to lift, carry, push, pull or move objects weighing up to 30 pounds
- Stamina enough to exert oneself physically throughout the workday
- Flexibility enough to bend, twist, and reach while loading and unloading materials and equipment
- Inside and outside for events – Ability to be exposed to cold, heat, humidity, adverse weather conditions, etc. It is expected this position will spend part of their time outside of the office to lead district programming and events

We encourage you to apply regardless of meeting all qualifications and/or requirements.

Calle Dos Cinco in Historic Capitol Hill is an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Last Updated: 03/06/25