



Now Hiring: Investor Events and Relations Executive

The Investor Relations and Events Executive is responsible for the organization, promotion, and execution of Aspire events and programs intended to facilitate business connections, education, marketing, member services, and Aspire fundraising. This position drives sponsorship sales and other non-dues revenue generation and delivery.

The Investor Relations and Events Executive fosters relationships with a portfolio of member investors and conducts member investor retention efforts as an engaged member of the staff team, eager for the success of the organization and the local economy.

This is an opportunity to develop engagement opportunities and create value for member investors, who are excited to return to live business development and relationship building programs in a vibrant, growing economy within the Indianapolis MSA.

This position requires someone with self-motivation, a genuine compassion for business ownership, a positive attitude, and strong interpersonal communications and customer service skills. The ideal candidate will be highly organized, driven to achieve, and will always display an exemplary manner of professionalism.

The candidate must have prior event management experience and successful sales or program revenue generation in a business facing environment.

About Aspire Economic Development + Chamber Alliance:

Aspire drives economic development and business success in Johnson County, Indiana, and southern Indianapolis. As the local economic development organization for Johnson County, Aspire leverages community development opportunities to attract, retain, and expand businesses in the county. As the chamber of commerce, Aspire leads the area's business community by advancing pro-growth policy and providing comprehensive member services to entrepreneurs, small businesses, and large corporations.

Aspire's 2021 revenue budget is \$670,000, of which \$140,000 is from programs and events.

About Johnson County, Indiana

Johnson County, one of Indiana's fastest-growing counties, is a contiguous suburb of the state's capital and a key player in the powerful Central Indiana economic corridor. Johnson County's GDP is \$5.2 billion and unemployment rate is 3.3%.

Johnson County is home to 160,000 residents, primarily living in and around the cities of [Greenwood](#), [Franklin](#), and [Bargersville](#). Another 150,000 people live within five miles north of the County in southern Indy, fueling business growth and success within the Johnson County and Southern Indy area.

Benefits:

Competitive compensation package (base plus performance bonus) with full benefits including group health, dental, vision, life, 401(k), paid time off, and holiday pay. All benefits subject to new hire introductory period.

To Apply:

After reviewing the following job description, send your cover letter and resume with salary requirements to Angela Vandersteen at Careers@AspireJohnsonCounty.com. Questions may be directed to Angela at this email or 317.888.4856. No walk-ins, please.

Staff Team Position: Investor Events and Relations Executive



Job Summary and Responsibilities

Responsible for the organization, promotion, and execution of Aspire events and programs intended to facilitate business connections, education, marketing, member services, and Aspire fundraising. Drives sponsorship sales, retention, and stewardship, other non-dues revenue generation and delivery. Collaborates on member services design to create value for members. Fosters relationships with a portfolio of member investors and conducts member investor retention efforts as an engaged member of the staff team, eager for the success of the organization and the local economy.

Responsible to: Vice President of Investor Development and Relations

Direct Reports: None.

FLSA Status: Full-time, Exempt.

Primary Responsibilities:

Aspire staff team job descriptions are intended to be overviews of primary responsibilities and should be regarded as fluid documents which will evolve as the organization and stakeholders' needs evolve.

Event Management – 70%

- Collaborates with Vice President and staff team on desired member investor experience outcomes and develops annual program of events.
- Plans, organizes, promotes, and executes events intended to facilitate business connections, education, and marketing, including but not limited to:
 - recurring event series such as luncheons, networking events, legislative and political programs, and seminars; and
 - annual signature events such as golf outings, awards ceremonies, symposiums, and economic forecasts.
- Coordinates with event location hosts, caterers, vendors, volunteers, guest speakers, legislative staff, elected officials.
- Manages event budgets to meet or exceed net operating margin goals; seeks competitive bids / negotiates with vendors and develops revenue accordingly through personal sales.
- Develops event planning guides, production timelines, agendas, processes and checklists for self-direction, other staff, volunteers, and vendors.
- Tracks key performance indicators using quantifiable performance measures for events and programs to gauge and compare performance towards operational and strategic goals; develops and maintains surveys and reports to measure and communicate performance to staff.
- Develops and executes event web, digital and print promotions for the purposes of event participant registration and sponsor recruitment as part of every event/program organization effort; works in conjunction with Vice President and outside marketing firms.
- Guarantees customer satisfaction by anticipating problems and handling member expectations in a professional manner; ensures customer satisfaction and loyalty by anticipating and addressing needs and desires; providing flexible customer service.
- Develops, coordinates, and executes other events, programs, and member services as directed.

Investor Relations – 20%

- Cultivates relationships with a portfolio of member investors to increase member engagement, retention, and loyalty.
- Proactively identifies, communicates, and coordinates opportunities to create membership value for and between member investors.
- Implements effective relationship management through a high standard of documentation and record keeping via member relationship management software.

- Collaborates with department staff team to help identify and then implement and manage member services such as savings programs, marketing, recognition, and connections.
- All staff team members actively share information about all organizational events and services, including community and economic strategic plan initiatives, and public policy updates; and all staff team members support business expansion, attraction, and retention through internal information sharing and referrals.

Other – 10%

- Intentionally conducts sales efforts to cultivate and recruit program sponsors.
- Intentionally conducts retention sales efforts to renew member dues and non-dues investments.
- Collaborates with Vice President and leads sales to meet or exceed yearly major sponsor campaign goals.
- Manages accounts receivables for non-dues revenue items including but not limited to creating invoices and collecting on past-due accounts.
- Oversee event committees including but not limited to volunteer recruitment, training, supervision, and recognition, and volunteer committee development and management.
- Recruits and supervises other project-specific interns and volunteers on an as-need basis.

Required Position Skills and Demonstrated Abilities:

The following qualifications are guidelines. To attract candidates with lived experience and/or those who represent marginalized communities, applications will be considered as a whole. Other combinations of education and experience might provide the necessary knowledge, skills, and abilities to perform this job.

- Three or more years successful experience planning and facilitating events, including logistics management, budget management, vendor management, event promotions, and guest relations.
- Two or more years successful sales or program revenue generation in a business facing environment.
- Foundational knowledge of costing of services and financial analysis of event revenues and expenditures.
- Strong interpersonal skills during both oral and written communications; exemplary manner of business professionalism.
- Proven ability to present ideas effectively, both verbally and in writing, and to negotiate with / influence others in a positive manner.
- Develop strong collaborative, working relationships with a diverse group of stakeholders, gaining their trust through diplomacy, active listening, and respect.
- Experience in effective use of CRM software and client portfolio management.
- Maintain high level of organization and productivity with a focus on producing results; leads with an assurance business results will be achieved; prioritizes duties to meet multiple deadlines in a high-volume work environment.
- Foundational level competency of Microsoft Office products.
- Bachelor's degree in business, marketing, or related field; a combination of education and experience may be substituted when competency is demonstrated.

Additionally, must abide by all organizational policies and procedures, and must possess:

- A valid driver's license, reliable transportation, and proof of insurance.
- Flexibility to conduct work before and/or after traditional business hours (i.e., 8am to 5pm) and attend meetings/events before and/or after traditional hours; flexibility to conduct work outside of the office as needed and appropriate.
- Physical requirements may include sitting, standing, or walking for extended periods of time; operating office equipment; arrange meeting room tables and chairs; and lifting up to 25 pounds. 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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.