



Research Triangle Foundation of North Carolina

Position Title: Placemaking Manager

Department: Programs

Reports to: Sr. Director of Placemaking

Salary Range: Full time

FLSA Status: Exempt

Who we are

The Research Triangle Foundation (“Foundation”, “RTF”, “Research Triangle Park” or “RTP”), is a mission based not-for-profit which strives to serve the residents of North Carolina through economic development partnerships and initiatives. RTP is a 7,000-acre Science-Research Park located in the center of the Triangle region.

RTF is a regional convener in the center of the Triangle serving a diverse group of companies, governmental agencies, community, and interest groups. We provide and identify meeting space opportunities within properties that we own and manage, also partnering with RTP companies to host events on their campuses. Historically, the Foundation was built on a revenue model of land sales. Today, the Foundation sits in the master developer driver’s seat for a 100-acre site within RTP known as Hub RTP (“Hub”).

Within the Hub RTP campus are two active properties, Frontier RTP and Boxyard RTP, that sit on half of the land and have established brands around creating community through regional amenities. Frontier RTP is a ~500K SF corporate campus made up of five office buildings offering affordable space for entrepreneurs and small businesses centered around free public coworking and event programming. Boxyard RTP is a ~15K SF food, beverage and retail facility that is comprised of reused shipping containers. Featuring a community dog park, public art and a robust events calendar, Boxyard has quickly made a name for itself as being a unique destination to gather friends, family and colleagues in RTP.

The second phase of Hub RTP, the remaining 46 acres, is currently under construction and is branded as RTP’s new “downtown”. Horseshoe is the central gathering place within Hub RTP offering office, restaurant, and retail space. James Beard nominated chefs are slated to begin opening their restaurant concepts this Fall. With residents already living on site and office tenants and a hotel soon to come, placemaking will be the driving force behind the activation of the site – transforming it from a static space into a dynamic destination . By curating experiences that reflect the identity and values of the surrounding community, the site will become not just a place to live or work, but a place people are drawn to and proud to be part of.

What we are looking for

The Programs Department is seeking a seasoned events and placemaking professional to join our growing team and elevate the Hub RTP brand through unforgettable experiences as the Placemaking Manager. Not only will this individual work with the Sr. Director of Placemaking to strategize the



direction of the programmatic efforts across Hub RTP campus, they will be getting their hands dirty in the execution of day-to-day events and building relationships within our community.

Highlights of this role

- Report to the Sr. Director of Placemaking and work together in creating, developing and executing an annual calendar of events for Hub RTP.
- Collaborate with the Sr. Director of Placemaking on all community programming, placemaking, art, and public space aesthetics for Hub RTP & Horseshoe.
- Manage weekly events, popup programming, special events and musical acts at Hub RTP.
- Alongside the Sr. Director of Placemaking, develop an annual programming and placemaking budget for Hub RTP. Monitor program related expenses to keep within budget guidelines; work to minimize costs and maximize efficiency and effectiveness.
- Strategize, ideate, and implement programming initiatives to engage Horseshoe office tenants.
- Strategize, ideate, and implement programming initiatives that showcase and enhance Horseshoe retail tenants.
- Collaborate with the Marketing and Communications Team to create event marketing materials.
- Develop SOPs, contracts, rules and regulations, and best practices for future rentable spaces on the Hub RTP campus.
- Provide boots on the ground coverage for events that are held both in person and virtual throughout the whole 100-acre campus. Your schedule will be flexible, at times working traditional hours and at others working at night or on the weekends.
- Evaluate success through analytical and qualitative assessments to make informed decisions for current and future experiences, programmatic initiatives and facility upgrades.
- Create and review contracts, invoices and check requests, and schedule third party vendors as it relates to the production and promotional experiences at Hub RTP.
- Initiate and nurture relationships and strategic partnerships with internal partners, stakeholders and third-party vendors.
- Post to social media accounts during programs in real time to create a buzz within the community.
- Contribute content to weekly newsletters and LinkedIn posts.
- Perform other duties as assigned or required.

Who you are

You have been an event professional for 3-5+ years with a proven track record for creating unforgettable experiences with notable buzz. You are ready to come to the table with strategic programmatic initiatives that will make us stand out in a region with a competitive mixed-use landscape.



Having a background representing brands in the real estate sector or previous work with mixed-use developments would be a huge plus!

You are an innovative “doer” who displays attention to detail and is collaborative in nature. You like to gather people and create community. You are organized, autonomous, have a hospitality mindset, and feel comfortable interacting with diverse audiences. You are ready to get your hands dirty in all aspects of events and programs in RTP!

What you need to know

Physical Demands

- Sitting and standing for extended periods is common. This is not a “desk job”; expect to be on the move! All of our buildings are ADA accessible.
- Activities occur both inside and outside with exposure to some seasonal cold, heat, and humidity.
- This role requires occasional driving offsite to purchase supplies or to attend meetings. Access to a reliable vehicle is required.
- Hearing, vision and communication within normal ranges is essential for day-to-day aspects of this role. It is important to mention that music can be loud for those applying with sensory sensitivity.
- Ability to communicate orally and through technology. Regular use of email, phone, Teams and social media is expected.
- Good manual dexterity for the use of common office equipment and the willingness to learn the ins and outs of our AV equipment.
- Ability to lift ~25lbs. Moving and reconfiguring tables, chairs and other event materials will occur daily.
- Working nights and weekends is **essential to this role**. As an employer, we know that work life balance is also essential. To keep the work week to 40 hours, we will allow this employee to flex their schedule when needed.

Working Environment

You will be joining the team in office on the Hub RTP campus. It should be noted that the nature of this role is being present in person, executing events and programmatic efforts within the department. While this role requires you to work in person, there will be some opportunities for hybrid work. Primarily you will be hopping back and forth between the office, new development, Frontier RTP and Boxyard RTP depending on the community you are serving. Invest in some comfortable shoes!