

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

Special Events Coordinator

Department: Recreation, Parks, Historic and Cultural Affairs

Pay Grade: 511

FLSA Status: Exempt

Job Code: R127

JOB SUMMARY

The purpose of this classification is to support the City's culture and organizational goals by facilitating event creation and coordination with respect to City sponsored events and continuing to coordinate permitted events between outside organizations and City resources such as Police, Fire, Transportation, and Recreation & Parks.

ESSENTIAL JOB FUNCTIONS

- Creates, manages and coordinates all city sponsored events.
- Supervises and performs marketing and promotional activities for events. Works with Community Relations and Recreation & Parks Marketing Manager to provide information to websites, media venues and community groups
- Designs, supervises and manages all Special Events social media channels (Facebook/Instagram). Works closely with Community Relations and Recreation & Parks Marketing Manager to ensure all events, including road closures, are properly promoted.
- Works with Community Relations and Recreation & Parks Marketing Manager in the creation of marketing packages for all events (webpages, banners, sponsorship packets, press releases, promotional materials, etc.)
- Creates a variety of sponsor opportunities unique to each event to raise funds to support the event, including identifying sponsors, recruiting sponsors, writing and producing sponsor packets, and follow-up with sponsors during and after each event.
- Manages fundraising efforts to also include writing grants and producing project budgets for individual events when applicable.

- Takes initiative to establish priorities, manage workload, schedule, accomplish tasks and identify opportunities for improvement; provides responsive and timely feedback on status and progress of work activities.
- Responds to routine questions and complaints, researches issues and refers complaints or issues to Special Events Manager.
- Works with other city departments as needed to ensure compliance with necessary permits and regulations.
- Provides annual report of number of permits issued for special events.
- Establishes and maintains effective working relationships with department personnel, organizers of events, local businesses, sponsors, media, and community groups; develops partnerships with other agencies and departments.
- Coordinates with other city departments for logistical support for events including security, clean-up, barricades, fencing, first-aid, and permits.
- Manages the permitting of films within the City of Roswell; meets with filming scouts and production; and coordinates with city services for police presence and road closures during the shoots.
- Oversees the coordination and management of all rental facilities within the Recreation, Parks, Historic and Cultural Affairs department. Provides backup and support for facility rentals personnel.
- Manages relationships with all resident companies including negotiating contract renewals and other issues which may arise.
- Communicates with supervisor, employees, other departments, city officials, the public, the media, community groups, outside agencies, vendors and other individuals as needed to coordinate work activities, review status of work, exchange information or resolve problems.
- Provides customer service functions to the public; provides cheerful presence and people skills with an emphasis on professionalism and the ability to work with a diverse constituency.
- Exercises considerable tact and courtesy in frequent contact with the general public.
- Demonstrates independent judgment, discretion, and behavior consistent with the vision, mission and values of the City of Roswell.
- May be required to attend professional organization meetings and conferences.
- Performs other related duties as required.
- Develops event budgets; synthesizes information into administrative documents, work plans and budgeting recommendations for the events and manages approved event budgets
- Manages the establishment and maintenance of area databases, files and records; reviews and/or prepares financial, statistical and operational records; reviews incident and accident reports; prepares performance reports, correspondence and other documents; and presents information to management upon request.
- Attends meetings as necessary to plan and execute the overall direction of the department.
- Serves on local, state and national association committees and boards related to specialized programs

- Operates a personal computer, general office equipment, and recreational equipment as necessary to complete essential functions to include the use of word processing, spreadsheet, database or other system

MINIMUM QUALIFICATIONS

Education and Experience:

Requires a Bachelor's Degree in Communication, Business Management, Special Events, Public Relations, Marketing, or a related field; two (2) years of experience in coordinating and managing special events is preferred; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Licenses or Certifications:

- None

Special Requirements:

- None

Knowledge, Skills and Abilities:

- Knowledge of departmental operations and functions or the ability to acquire such knowledge within a reasonable period.
- Ability to work under pressure and complete multiple assignments under deadline conditions in a dynamic office environment.
- Ability to handle citizens, personnel, and the general public with professional decorum.
- Ability to learn, comprehend, and apply all city or departmental policies, practices, and procedures necessary to function effectively in the position.
- Ability to review, classify, categorize, prioritize, and/or analyze data. Includes exercising discretion in determining data classification, and in referencing such analysis to established standards for the purpose of recognizing actual or probable interactive effects and relationships
- Ability to apply principles of persuasion and/or influence over others in coordinating activities of a project, program, or designated area of responsibility.
- Ability to operate, maneuver, and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.
- Ability to utilize a wide variety of reference, descriptive, and/or advisory data, and information.
- Ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.
- Ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.
- Ability to exercise judgment, decisiveness, and creativity in situations involving evaluation of information against measurable or verifiable criteria.

PHYSICAL DEMANDS

The work requires the ability to exert light to medium effort that involves walking or standing virtually all of the time. Work may involve some lifting, carrying, pushing and/or pulling of objects and materials of medium weight (20-50 pounds). Tasks may involve extended periods of time at a keyboard or work station. Tasks also require the ability to perceive and discriminate colors or shades of colors, depth, texture, and visual cues or signals. Some tasks require the ability to communicate orally.

WORK ENVIRONMENT

Work is regularly performed with exposure to adverse environmental conditions, such as dirt, dust, pollen, odors, wetness, humidity, rain, temperature and noise extremes, or rude/irate customers.

The City has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

The City of Roswell, Georgia commits to a policy of equal employment opportunity for applicants and employees, complying with local, state and federal laws. The City's policy is to employ qualified persons without discrimination regarding race, creed, color, religion, age, sex, country of national origin, marital status, disability, sexual orientation, gender identity, genetic information, political affiliation, ethnicity, or status in any other group protected by federal/state/local law.