

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 Manager

Department: Recreation, Parks, Historic and Cultural Affairs

Pay Grade: 514

FLSA Status: Exempt

Job Code: R128

JOB SUMMARY

The purpose of this classification is to coordinate special event planning for the City of Roswell. Work requires overseeing the management and production of all City permitted special events. City permitted events are those events directly produced by City of Roswell departments or those events jointly produced by the City and partner organizations that provide a direct benefit to the City of Roswell through marketing and promotion or a share of the profits. Work is performed independently under the general supervision of the Deputy Director of Recreation & Parks.

ESSENTIAL JOB FUNCTIONS

- Manages the City's special event program including pre & post planning, staff management and site management.
- Coordinates with other city departments for logistical support for events including insurance, licenses, road closures, police presence, park rental and maintenance specific to each event.
- Assists with development and implementation of long and short term plans, goals, and objectives pertaining to the area of assignments; evaluates efficiency and effectiveness of programs, operations, procedures and resource management; recommends and/or implements improvements in programs and operational procedures as needed.
- Performs short and long range planning for the Special Events Division; develops and implements division goals and objectives; establishes operational and administrative policies and procedures; establishes work priorities and assignments; sets performance goals and objectives and implements work plans.
- Provides budgetary input relating to area of assignment; monitors expenditures to ensure compliance with approved budget.

- Meets with organizers and city liaisons prior to event to ensure coordination of all city services and resources; and holds post event meetings when warranted.
- Responds to customer service issues that cannot be resolved by subordinate staff; researches issues; interprets and applies applicable ordinances, policies and regulations; implements appropriate corrective actions; seeks advice from legal division as necessary; keeps Recreation & Parks Director and Deputy Director informed of volatile and/or sensitive issues.
- Consults with Recreation & Parks Director, Deputy Director, City Council, Mayor and other officials to review operations/activities, review/resolve problems, receive advice/direction, and provide recommendations. Prepares agenda items, resolutions, budget documents, memorandum or other documentation for presentation to City Council.
- Attends various meetings, makes presentations as appropriate, and serves on interdepartmental and interagency committees as needed.
- Coordinates use of City facilities for special events, including scheduling, executing contracts, collecting fees, updating calendar and notifying City officials. Manages the coordinating of city staff at each event.
- 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. Fundraising efforts also include writing grants and producing project budgets for individual events when applicable.
- Serves as manager at events and the primary contact between City departments and the organizer.
- Coordinates with department within designated timeframes and per established special event procedures; works with and provides guidance and assistance to department to ensure uniform and cooperative work efforts.
- Responsible for permitting the filming within the City of Roswell, meeting with filming scouts and production, coordinating with city services for police presence and road closures during the shoots
- Serves on the Mayors Film task force which was formed to attract the film industry in bringing feature films, made for TV movies and commercials to the City of Roswell.
- Exercises independent judgment, discretion, and initiative in completing assignments as well as considerable tact and courtesy in frequent contact with the general public; provides cheerful presence and people skills with an emphasis on professionalism and the ability to work with a diverse constituency.
- Maintains special event calendar/schedule and social media; updates calendar and social media pages on a regular basis and notifies parties involved of changes.
- Maintains a comprehensive, current knowledge of applicable laws/regulations; maintains and awareness of new technologies, methods, trends, and advances in the profession; reads professional literature; maintains professional affiliations attends workshops and training sessions as appropriate.
- Operates an automobile, personal computer, general office equipment, digital camera, or other equipment as necessary to complete essential functions, to include the use of word processing, spreadsheet, database, e mail, Internet, or other computer programs.
- Maintains file system of special event files/records in compliance with guidelines governing record retention.

- Represents City of Roswell at professional organization meetings and conferences as required.
- Performs other related duties as required.

MINIMUM QUALIFICATIONS

Education and Experience:

Requires a Bachelor's Degree in Business, Public Relations, Marketing or an equivalent program; supplemented by three (3) years' experience in special event production, public relations, fund-raising, and working with volunteers; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Licenses or Certifications:

- Possess and maintain a valid Georgia driver's license with a satisfactory motor vehicle record (MVR).

Special Requirements:

- None

Knowledge, Skills and Abilities:

- Knowledge of computers and related software applications in word processing and data base management.
- Ability to acquire knowledge of departmental operations and functions 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. Must possess and maintain a valid Georgia Driver's License.
- 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 is sedentary to light which requires the ability to exert light physical effort, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 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 traffic hazards.

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.