

SPECIAL EVENTS AND MARKETING PROGRAMMER

GENERAL STATEMENT OF DUTIES: This is a professional position within the Community Services Department working in the areas related to parks and recreation, TEAM 21, and the Wyoming Senior Center. This position performs professional work developing, implementing, and overseeing special events and recreation programs; and developing and/or coordinating department-wide marketing materials including activity brochures, maps, advertising, press releases, public service announcements, and social media. This position requires the ability to plan and monitor operations related to seasonal activities including recruitment, training, and supervision of seasonal staff and volunteers.

SUPERVISION RECEIVED: Work is performed under general supervision of the director of community services and direct supervision of the recreation supervisor.

ESSENTIAL FUNCTIONS/TYPICAL TASKS: *An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.*

1. Plan, develop, and administer City sponsored recreational programs for youth, adults, and families with an emphasis on special events, races, festivals, block parties, and other similar programs from concept through completion and evaluation. Review performance of programs relating to established community goals and objectives using measurable results and ensuring efficient operations with maximum revenue generation and exposure.
2. Develop, assist, coordinate, and implement marketing and advertising strategies for departmental facilities, programs, events, and activities; this may include creating program books, flyers, brochures, and other printed material. Works cooperatively with the assistant city manager and other City staff to coordinate electronic marketing for departmental programs, events, and activities including but not limited to email newsletters, webpage design, social media, and other electronic media, ensuring valid, current, and accurate content.
3. Develop, maintain, and coordinate event, sponsor, and volunteer databases; refer volunteers to recreation programmers, committees, and groups to perform public services; provide direction, leadership, supervision, and training support to City and departmental event committees and volunteers (e.g. Adopt-a-Park program).
4. Coordinate event logistics, publicity (including public relations), advertising, and collateral material design, production, and distribution. Solicit, develop, coordinate, schedule, and publish paid advertising and sponsorships for special events, programs, activities, and other related departmental functions.
5. Assist departmental staff in planning, implementing, and evaluating programs, events and activities.
6. Research and recommend innovations and ideas related to the growth of departmental programs, events, and activities.
7. Develop an annual special events plan that meets established revenue goals and builds participation and collaboration with a variety of community organizations and businesses.

8. Assist with preparing, managing, and evaluating annual budgets; practice sound fiscal control in assigned areas of responsibility by performing cost control activities and monitoring revenue and expenditures to ensure effective and efficient use of budgeted funds, personnel, materials, facilities, and time.
9. Cultivate and expand alternative funding sources such as grants, partnership agreements, and sponsorships.
10. Track, compile, and submit biweekly payroll data for seasonal personnel.
11. Maintain inventory; order and purchase supplies and equipment according to established procedures and within budgetary guidelines.
12. Develop specifications for purchases and prepare contracts for independent contractors as necessary according to City purchasing policies. Assist with contract oversight and monitor vendor performance to ensure compliance with City contracts as assigned.
13. Speak to groups and civic associations concerning the department and the programs and services it provides.
14. Create program and event listings for the program database and registration systems.
15. Develop, monitor, and implement contracts for special event reservations in City facilities as assigned. Assist with contracts for athletic event reservations.
16. Process community-wide City Special Event applications and distribute notice to necessary City departments as assigned.
17. Attend a variety of meetings and community events to promote the department. Serve as member and/or staff liaison of various employee committees as assigned.
18. Keep abreast of new developments, current issues, and strategies through continued education and professional growth. Attend training conferences and participate in other opportunities to stay current in the field.
19. Perform related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES: *The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. A qualified individual with a disability must be able to perform the essential functions of the position with or without reasonable accommodation.*

- A. A bachelor's degree in marketing, communication, recreation programming, public administration, business administration, or closely related field. An entrant into this classification who has not met the degree requirement must demonstrate acceptable progress toward attaining the degree in order to advance in the pay range.
- B. Two to four years of progressively responsible experience in planning and managing public information and relations, marketing, and/or special events.
- C. Possess a valid Michigan motor vehicle operator's license.

- D. May be required to hold certain certifications such as Certified Parks and Recreation Professional, First Aid, and/or CPR.
- E. Knowledge of applicable local, state, and federal laws, rules, and regulations.
- F. Thorough knowledge of the principles, rules, techniques, materials, and equipment required for a variety of special events and activities.
- G. Thorough knowledge of the methods and practices of community recreation programming.
- H. Knowledge of joint use agreements with outside user groups, independent contractor agreements, memorandums of understanding, or similar.
- I. Knowledge of facility risk management and industry related safety issues and precautions relating to the provision of recreation programs, including safe work practices, volunteer and employee back ground screening, and emergency weather preparedness plans.
- J. Ability to work effectively within deadlines, under stress, and with changing work priorities. Demonstrated ability to manage multiple projects simultaneously.
- K. Ability to maintain databases and comprehensive record keeping systems, assemble and present accurate reports and records, and compile statistics. Possess systematic work habits, excellent organizational skills, and a proven ability to successfully problem solve.
- L. Thorough knowledge of the principles and practices of marketing, branding, advertising, website design, social media, and marketing innovations.
- M. Ability to communicate and present information effectively in both verbal and written manner to varied audiences. This includes excellent editorial skills, knowledge of promotional and technical writing, experience gathering marketing content, and effective oral communication.
- N. Demonstrated competency of public and customer relations.
- O. Ability to establish and maintain effective working relationships using tact, good judgment, and resourcefulness when working with associates, community agencies, businesses, volunteers, and the general public.
- P. Proficiency in Microsoft Office programs (i.e. Outlook, Word, Excel, PowerPoint and Publisher); proficiency with graphic design and marketing related software such as InDesign and Photoshop; ability to quickly learn new technology and software as necessary.

PHYSICAL DEMANDS AND WORK ENVIRONMENT: *The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. A qualified individual with a disability must be able to perform the essential functions of the position with or without reasonable accommodation.*

While performing the duties of this job, the employee is regularly required to communicate with others in person or by phone and view written documents. The employee frequently is

required to use hands to finger, handle, or feel and reach with hands and arms. In the course of a typical day the employee is required to sit, stand, and/or walk. The employee frequently is required to be mobile in an office setting and outdoors, and use manual dexterity to type or enter data and write. They employee may occasionally be required to transport and lift equipment and supplies of light to moderate weight.

The employee works in an office setting some of the time but travels to other locations regularly to work in diverse settings including outdoor weather conditions. The noise level in the work environment is usually quiet in the office and can range to moderate or loud while at program sites. The employee is required to drive in inclement weather.

May 2017