

EVENTS AND MARKETING COORDINATOR

Position code: 1456

WC Code: 9102

FLSA Status: Non-Exempt

Pay Grade: 351

Location: Parks & Recreation

Approval Date: 2019

General Description of Duties

This position is responsible for the management and coordination of all special events, program marketing, and corporate/business sponsorship for the Department of Parks & Recreation.

Distinguishing Features of the Class

This position is responsible for the development and implementation of special events, marketing and public relations affiliated with these events. This position develops sponsorship/trade/business arrangements and relationships with businesses, individuals and organizations interested in supporting the Department. This position will work in coordination on special events, festivals and other projects as assigned with the Parks and Recreation Supervisor, other office staff, divisions and volunteers in coordinating events, sponsorships, marketing and related tasks and projects. This position will work closely with Public Information and Information Technologies on all media and market related projects. The position reports to the Assistant Parks and Recreation Director.

Job Duties & Responsibilities

Planning, implementation and follow-up for all special events and annual receptions.

Develop and maintain event and volunteer databases.

Manage all aspects of volunteer committees and volunteer coordination, including but not limited to, staffing, recruitment, supervision, training and acknowledgement.

Coordinate event logistics, publicity, including public relations, advertising and collateral material design, production and distribution.

Responsible for the development and fulfillment of the events and marketing budgets.

Responsible for silent auction, prize and in-kind donation solicitations for each event.

Cultivate and expand corporate and small business sponsorship development and fulfillment.

Cultivate and implement a business-based donor development program.

Coordinate logistics of event ticket sales.

Supervise and coordinate with event contractors.

Annually develop and implement marketing plans and materials for events and sponsor packets.

Write, submit and follow-up to ensure placement on press releases and stories with Public Information office to established contacts with local and regional media.

Maintain and update department's Facebook page.

Broaden social networking to benefit the organization.

Establish and expand merchandise opportunities.

Actively participate in staff committees as necessary and assist when needed.

Ability to establish and maintain effective working relationships with subordinates, supervisors, peers, and the media.

Other duties as directed and required.

Recruitment and Selection Guidelines

Knowledge, Skills & Abilities

Ability to read, analyze and interpret the most complex documents.

Ability to respond effectively to the most sensitive inquiries or complaints.

Ability to write a business letter, an article, and a press release.

Comfortable and competent in making presentations or announcements to large groups.

Ability to define problems, collect data, establish facts and draw valid conclusions.

Demonstrated applied skills in word processing, website maintenance and other

computer software, including but not limited to, Microsoft Office (Word, Excel, Publisher and Power Point) and the ability to learn fund raising and web design and management computer software programs.

Ability to work without direct supervision in a network of divisions and projects is required.

Physical Requirements

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. Must be able to perform the basic life operational functions of climbing, balancing, kneeling, stooping, crouching, reaching, standing, walking, pulling, pushing, lifting, grasping, talking and hearing. Must be able to perform sedentary work exerting up to 25 pounds of force occasionally; and/or a negligible amount of force constantly to move objects. Must possess the visual acuity to prepare and analyze data, extensive reading, and visual inspections to determine accuracy, neatness and thoroughness of work assigned.

Minimum Education and Experience

Bachelor's Degree from an accredited college or university in Marketing, Business, Public Relations or closely related field and three to five years of progressive experience in municipal recreation, business, events management, marketing, public relations or any equivalent combination of experience and training. Experience in planning and coordinating special events and activities, marketing, and business attraction. Experience in seeking sponsorships, value added promotions, advertising and media relations.

Special Requirements

Possession of a valid North Carolina driver's license.