



May 2007
FLSA: NON-EXEMPT

EVENT COORDINATOR

DEFINITION

Under general supervision, plans, organizes, coordinates, evaluates, and provides direction and oversight for Town special events; performs a variety of administrative functions in support of assigned programs; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Public Information Officer. Exercises general and direct supervision over assigned staff and volunteers.

CLASS CHARACTERISTICS

This is the advanced journey-level class in the public information department that has lead, program coordination, administrative, and/or day-to-day operational responsibilities. Incumbents are responsible for supervising, coordinating, and participating in the operations of Town events and related programs.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS *(Illustrative Only)*

Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Supervises, coordinates, and participates in the day-to-day operations of assigned events and event planning; organizes daily events, directs, monitors, and evaluates the work of support staff, and participates in the implementation of a variety of program activities.
- Prepares event proposals; evaluates effectiveness of current and new events and identifies community needs; makes recommendations on appropriate programs.
- Determines and recommends equipment, materials, and staffing needs for assigned events; participates in developing and managing event budgets; prepares detailed cost estimates with appropriate justifications, as required; maintains a variety of records and prepares routine reports of work performance.
- Monitors and controls supplies, materials, and equipment; orders supplies and materials as necessary; reviews and submits for approval all requests for expenditures by assigned staff; prepares documents for equipment procurement.
- Develops, monitors, and tracks sponsorship programs to secure in-kind and financial sponsorship for events; maintains contacts and negotiates with vendors.
- Coordinates with the Public Information Officer to develop all marketing for events, including flyers, advertisements, and press releases.

- Establishes and maintains positive community relations with other departments and community groups, such as civic organizations, non-profit organizations, schools, churches and government agencies in coordination of special events and to explain, promote, and encourage community participation.
- Receives complaints from vendors and attempts to resolve problems or contacts operational department management concerning complaints and issues.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Basic principles of employee supervision and training.
- Principles, practices, methods, techniques, procedures, and service delivery needs related to the event planning and coordination.
- Procedures for planning, implementing, and maintaining a variety of events through community participation.
- Applicable Federal, State, and local laws, regulations, codes, and guidelines related to the program area and facilities to which assigned.
- Principles and practices of program administration, including budgeting and purchasing.
- Safety principles and practices, including basic first aid, CPR, and health/hygiene.
- Business arithmetic and basic statistical techniques.
- Basic principles of record keeping and cash handling.
- Modern office practices, methods, and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for dealing effectively with the public, vendors, contractors, and Town staff, in person and over the telephone.
- Techniques for providing a high level of customer service to the public and Town staff, in person and over the telephone.

Ability to:

- Plan, supervise, coordinate, review, and evaluate Town events and the event-planning program, as well as volunteers and assigned staff.
- Develop event activity schedules, staffing schedules, rosters, flyers, reports, and other related program materials.
- Perform complex administrative duties involving the use of initiative, discretion, and independent judgment.
- Effectively present written and oral instructions and information to the general public, outside agencies, and fellow employees.
- Prioritize and schedule workload to ensure completion when faced with deadlines or emergencies.
- Develop and maintain the support, confidence, and enthusiasm of participants, vendors, contractors, and community organizations.
- Interpret, apply, and explain applicable Federal, State, and local policies, procedures, laws, and regulations.
- Respond to medical emergencies and injuries in a calm and effective manner, including providing basic first aid and/or adult and child cardiopulmonary resuscitation.
- Prepare written narratives, correspondence, notices, newsletters, and reports in a clear and concise format.
- Maintain and update a variety of files and records including confidential documentation.

- Understand and carry out both oral and written instructions in an independent and timely manner.
- Organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment, including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish and maintain effective working relationships with those contacted in the course of the work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to the completion of the twelfth (12th) grade supplemented by college-level coursework in event planning, community recreation, or related field, and two (2) years of work experience in event planning or closely related programs, including one (1) year of supervisory or coordinator-level experience.

License:

- Valid California class C driver's license with satisfactory driving record and automobile insurance.
- Standard First Aid Certificate issued by the American Red Cross.
- CPR Certification.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle; to visit various Town and meeting sites; and attend special events requiring standing for extended periods of time, as well as walking between work and even areas, potentially traversing uneven terrain; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects necessary to perform job functions.

ENVIRONMENTAL ELEMENTS

Employees work partially in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances; and partially in the field at Town events and are occasionally exposed to loud noise levels, cold and hot temperatures, and inclement weather conditions. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

WORKING CONDITIONS

May be required to work on evenings, weekends, and holidays to attend Town events.