

COMMUNITY EVENTS COORDINATORDEFINITION

Under general supervision, performs responsible work in the development and coordination of special events and activities in the city.

ESSENTIAL FUNCTIONS INCLUDE BUT ARE NOT LIMITED TO

Plans and coordinates community events with City staff, citizen groups, volunteers, business owners, and other public agencies. Develops detailed action plans and a master timeline of all planned activities. Establishes and maintains effective and cooperative relations with clientele, civic organizations, media representatives, the general public and volunteers. Coordinates with other departments to provide city services at non City-sponsored events. Leads and stimulates interest in event activities to encourage community participation. Coordinates and participates in promotional activities to market special events. Prepares and develops marketing materials. Identifies and seeks available funding and researches creative financial resources to support City events and activities. Evaluates events to assess efficiency and effectiveness. Facilitates and participates in community group meetings and committees. Assists with the issuance of media permits. Coordinates the vendor application process for the administration of leisure classes. Works with community based organizations to research community needs and desires. Writes reports and makes oral presentations. Monitors event expenditures. Directs and trains part-time staff and volunteers performing tasks in support of City events and activities. Performs other functions as assigned.

DISTINGUISHING FEATURES OF THE CLASS

This is a single position classification responsible for the development, coordination and implementation of special events in the city. S/he exercises independent judgement in coordinating work processes for community events or other special projects. This class differs from Recreation Center Director in that the Community Events Coordinator is responsible for City-wide events and activities while the Recreation Center Director develops and coordinates center-specific events and activities.

RECOMMENDED MINIMUM QUALIFICATIONS

Two years of experience in the development and coordination of community, special or cultural events. Graduation from an accredited, four-year college with a specialization in event planning, public relations or marketing may be used in combination with experience to meet the minimum qualifications.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of: event and activity organization; various ethnic cultures and their traditions and celebrations; publicity and marketing sources and techniques.

Skill in: organizing, planning, implementing, marketing and evaluating events; the use of a personal computer.

Ability to: develop and organize events and activities; adapt quickly to changing plans, priorities and circumstances; coordinate activities with a variety of individuals and organizations; publicize and market events; monitor event expenses; communicate effectively both orally and in writing; direct and train part-time staff and volunteers; establish and maintain effective working relationships with community, service and business organizations, volunteers, the media, and city staff.

Special Requirements:

Must possess and retain a valid California Class C Driver's License as a condition of employment.

Special Working Conditions:

Willingness and ability to work evenings, weekends and holidays.

CHARACTERISTICS OF SUCCESSFUL PERFORMERS

The successful performer is a highly energetic, creative individual who enjoys working on a variety of tasks at one time and coordinating multiple activities. This detail-oriented individual is very conscientious about producing high quality work. S/he has strong interpersonal skills and demonstrates persuasiveness, enthusiasm and a cooperative spirit in working relationships. This individual utilizes sound judgement to adapt to changing situations.

Class title established per Council Resolution No. 97-028,
effective 7-1-97

Revised: 11/97; 12/02
ADA Approved: 12/02