

COMMUNITY EVENTS SUPERVISORDEFINITION

Under direction, 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, researches and coordinates major community events with City staff, citizen groups, volunteers and business owners. Develops detailed action plans and a master timeline of all planned activities and supervises event preparation activities. Establishes and maintains effective and cooperative relations with clientele, civic organizations, media representatives, the general public and volunteers. Coordinates with other involved departments all city services to be provided for non City-sponsored events. Leads and stimulates interest in event activities to encourage community participation. Researches available and creative financial resources. Coordinates and participates in promotional activities to market special events. Pursues and implements fundraising options. Prepares annual event budget and monitors usage of funds. Evaluates individual events and overall special events programming to assess results and efficiency and effectiveness of planning and operations. Assigns, supervises, trains, evaluates and coordinates the work of assigned personnel. Coordinates and participates in community group meetings and committees, such as the Santa Ana Keep America Beautiful program. Works with community organizations to research needs and desires. Writes reports and makes oral presentations. Performs other functions as assigned.

DISTINGUISHING FEATURES OF THE CLASS

This is a journey level class with responsibility for the supervision and coordination of staff who are involved in developing and implementing special events in the city. Incumbents have a significant amount of public contact and are required to convey diplomacy, encouragement and enthusiasm in their dealings with others. Work is performed with considerable independence requiring the use of initiative, creativity and judgment, subject to policy direction and guidance from the Recreation, Parks & Community Services Manager.

RECOMMENDED MINIMUM QUALIFICATIONS

Two years of extensive experience in all aspects of 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 the knowledge, skills and abilities listed below to meet the minimum qualifications.

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KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of: event and activity organization; various ethnic cultures and their unique traditions and celebrations; the news media; publicity and marketing techniques; and budget preparation and fund monitoring.

Skill in: organizing, planning, implementing, marketing and evaluating events.

Ability to: creatively develop and organize events and activities; adapt quickly to changing plans, priorities and circumstances; coordinate activities with a variety of individuals and organizations; communicate effectively with community and business organizations, volunteers, the media, service organizations and city staff orally and in writing; publicize and market events; and supervise, train and evaluate personnel.

Special Requirements

Willingness and ability to work evenings, weekends and holidays.

CHARACTERISTICS OF SUCCESSFUL PERFORMERS

Successful performers are highly energetic, creative individuals who enjoy working on many different tasks at one time and coordinating multiple activities. These individuals are detail-oriented and very conscientious about producing high quality work products. They have strong interpersonal skills and demonstrate persuasiveness, enthusiasm and a cooperative spirit in their working relationships with others.

Class title change from Community Events Coordinator per Council Resolution No. 89-070, effective 7-1-89

Revised: 12/02

ADA Approved: 12/02