

City of Centerville Job Description

Job Title: Special Events and Marketing Coordinator
Supervisor: Director of Operations
Department: Economic Development Delete highlighted language
FLSA Status: Exempt
Date Revised: November 12, 2021

POSITION SUMMARY:

The Special Events and Marketing Coordinator is responsible for planning, executing, and tracking all event-related tasks. In addition, this position will work in conjunction with the Director of Operations on external communications, such as social delete highlighted language media, websites, and other media.

QUALIFICATIONS REQUIREMENTS:

To perform this job successfully. An individual must be able to perform each essential duty satisfactorily. The requirements are representative of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The following duties are representative of the work required for this job. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- Marketing duties consist of social media management, brand management, and representation of the city at city events and other community events.
- This position is expected to assist with public relations, and is responsible for social media posting, keeping the website up to date, managing all social media platforms, sending out monthly newsletters on time, and any other informal communications between the City of Centerville and residents/visitors.
- Planning, organizing, promoting, facilitating, and coordinating different types of events, including but not limited to Centerville Market Days, Food Truck Friday, and other Center Park at Centerville events. (Including but not limited to venue maintenance, vendor relations, merchandise/brand management).
- Planning and managing the City of Centerville's event calendar
- Preparing event reports including estimated guest counts, vendor relation comments, and any guest complaints.
- Providing guidance and information to the residents and guests attending City of Centerville events.

- Preparing and managing the event and marketing budget in conjunction with the Director of Operations.
- In addition to city-sponsored events, this position is expected to help facilitate private events or public events not sponsored by the City in Center Park in accordance with the Centerville events policy.

KNOWLEDGE, SKILLS, AND ABILITIES:

The Special Events and Marketing Coordinator must be knowledgeable of the following principles, procedures, and concepts:

- Knowledge of social media and marketing, and media relations
- Knowledge of event planning methods and principles.
- Knowledge of basic grammar, language usage, and vocabulary.
- Skilled in management of vendors
- Skilled in developing marketing and advertisement materials.
- Skill in the operation of basic office equipment.
- Skills in organized project management, time management, and ability to cope with limited resources, seize opportunities, and think creatively
- Ability to communicate effectively orally and in writing.
- Ability to establish effective working relationships with other city employees, business owners, civic organizations, commissions, elected officials, and the public.
- Ability to work independently with general supervision.
- Ability to drive and operate city vehicles safely and efficiently.

MINIMUM EDUCATION, TRAINING, AND/OR EXPERIENCE TO PERFORM ESSENTIAL JOB FUNCTIONS:

The Special Events and Marketing Coordinator should possess, at a minimum, a four-year degree in business, marketing, or a related field; two (2) years of experience in performing related work; or any equivalent combination of education and experience which provides the required knowledge, skills, and abilities to successfully perform the duties and responsibilities of the position.

OTHER REQUIREMENTS:

Possession of a valid State of Georgia Driver's License (Class C) and a satisfactory Motor Vehicle Record (MVR).

SUPERVISORY RESPONSIBILITIES:

The Special Events and Marketing Coordinator does not have direct supervision over any employees.

TRAVEL:

The Special Events Coordinator is required to travel locally on a regular basis and may also be required to travel regionally, statewide, and nationally as needed.

(ADA) MINIMUM QUALIFICATION OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

LANGUAGE SKILLS:

Ability to read and understand written materials. Ability to effectively communicate information to fellow employees, public officials, prospective businesses, and the general public.

MATHEMATICAL SKILLS:

Ability to work with basic mathematical concepts, such as addition, subtraction, multiplication, and division.

COMMUNICATION SKILLS:

Must be able to effectively communicate orally and in writing in a professional manner to give or exchange information, resolve problems, and/or provide service. In addition, this position requires extensive contact with other employees, the general public, and public officials, often involving problem-solving circumstances.

REASONING ABILITY:

Ability to interpret and understand a variety of forms, reports, manuals, regulations, and other means of instruction and guidance.

PHYSICAL DEMANDS:

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This position requires light demands with intermittent sitting, standing, stooping, walking, computer use, and occasional lifting of objects weighing up to 25 pounds.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The work environment is divided between an indoor office work area and out-of-office settings. The employee may be occasionally exposed to dust or dirt.