

CITY OF RICHARDSON

JOB TITLE: **COMMUNITY EVENTS MANAGER**

APPROVED: _____

DEPARTMENT: Parks & Recreation

CLASS CODE: 03205

CIVIL SERVICE: ☒ NON-CIVIL SERVICE:

EFFECTIVE: 01/08/2016

COMPETITIVE: ☒ NON-COMPETITIVE:

EXEMPT: ☒ NON-EXEMPT:

FULL TIME: ☒ PART-TIME:

JOB SUMMARY:

Under direction of the Superintendent of Recreation – Community Events assist in the overall planning and execution of festivals and community events produced by or associated with the City of Richardson. Assist with fundraising and procurement of sponsorship agreements for events. Manage and evaluate subordinates. Assist in coordinating with major corporations, area media, and social/service/civic organizations in implementation of festivals and community events, as needed. Effectively coordinate interdepartmental teams assisting with festivals and community events. Exercise discretion and independent judgment in performance of duties. Perform related work as required.

ESSENTIAL JOB FUNCTIONS:

Manage staff efficiently by communicating job expectations by planning, monitoring and appraising staff to accomplish excellent results. Plan and execute quality festivals and community events at multiple locations, exercising discretion and independent judgment. Assist in development of long-term and short-term goals; including event structure, design, planning, and logistics. Produce and supervise community events as assigned. Manage sponsor contracts and benefit packages to ensure sponsor satisfaction with festivals and events. Supervise work of and serve as liaison to, vendors, sponsors, outside organizations, volunteer committees, and/or other persons related to the implementation of festivals and events. Coordinate the creation and production of effective advertising, marketing, and publicity for festivals and events; compose copy for brochures, posters, newspaper supplements, flyers, T-shirts, and other printed materials. Assist in the design and maintenance of web sites for events. Prepare event reports as required. Communicate and coordinate courteously and effectively with the public, other City employees, officials, vendors, corporate sponsors, volunteers and other outside organizations. Develop and maintain positive working relationships with other city supervisors/managers/employees and the public. Present in public effectively. Assist with management of liability/legal issues, performing research with attorneys and Texas Alcohol Beverage Commission (TABC) on festival issues as required. Participate in the setup, decoration, and breakdown for festivals and events. Frequently stand for long periods of time, move supplies weighing up to 25 pounds, climb ladders, push carts loaded with inventory, and work under adverse weather conditions during outdoor events. Operate personal computer for word processing, data entry and desktop publishing software. Answer telephone. Evening and/or weekend work required, as needed.

OTHER JOB FUNCTIONS:

Remain current in the event industry by participating in outside associations and professional organizations. Attend conventions and trade shows as assigned by management.

REQUIRED EDUCATION, DEGREES, CERTIFICATES, AND/OR LICENSES:

Bachelor's Degree required in hospitality management, leisure services, recreation, park & tourism sciences, advertising, marketing or related field. Valid Texas Class C driver's license required.

EXPERIENCE, TRAINING, KNOWLEDGE, AND SKILLS:

Four years experience required in community/special events, hospitality management, leisure services, recreation, parks & tourism sciences, advertising and/or marketing.

Must have experience with and understanding of the dynamics of the music industry, at both the national and local level, including booking and contract management.

Must have excellent communications skills (oral and written), with the ability to speak publicly and confidently on television and radio. Must have experience in budget management.

Must be able to develop and maintain positive, effective working relationships with other City departments' employees and with external community groups.

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Must be computer literate with experience using a graphic design program.

Must be able to simultaneously manage and prioritize multiple projects and tasks to ensure timely completion.

Must be able to work effectively without close supervision.

Required to participate actively year-round in festival activities and events on weekdays, evenings, and weekends.

Must have high initiative and be independently motivated to achieve assigned goals and tasks.