



Town of Ocean City

Job Title: Director of Special Events	Department: Tourism
Reports To: Tourism Director	FLSA Status: Non -Exempt
Grade: 125	Approved By: Tourism Director
Approved Date: November 1, 2021	Updated: August 2025

Position Summary

The Director of Special Events leads the Town of Ocean City's public event operations with creativity, strategic oversight, and cross-departmental coordination. The Special Events Director serves as the architect of live experiences using dynamic mix of project management, creative development, internal department development coordination and participation. This role oversees the production of all city-hosted special events and serves as the point of contact and advisor for privately hosted events on public property. The goal is to create experiences that enhance the Ocean City brand, improve resident and visitor satisfaction, transforming ordinary events into unforgettable experiences and generate meaningful economic impact for the Town. The Director provides leadership and vision for a year-round calendar of events — from large-scale festivals to community celebrations — and works closely with internal teams, external vendors, sponsors, and civic partners to ensure success.

What You'll Do: Position Duties & Responsibilities

This high-energy role reports to the Director of Tourism & Business Development and oversees the strategic planning, production, and evolution of all special events on city property, including both City-produced and privately hosted events. The Director may from time to time consult with the Director of Tourism & Business Development using city facilities such as the convention for special events. This includes everything from fireworks and concerts to large-scale festivals and fresh new experiences that elevate Ocean City's brand, drive visitation, and enhance community pride.

ESSENTIAL DUTIES AND RESPONSIBILITIES: Include the following. Other duties may be assigned.

- Directs the planning and execution of all signature City events (including Springfest, Sunfest and Winterfest), as well as value-added experiences (including July 4th Fireworks, Sundaes in the Park, OC Beach Dance Parties) throughout Ocean City. Not all inclusive.
- Develops and manages the Special Events Division budget (approx. \$3M in expenses, \$1.5M in revenue), including event-specific accounts such as Springfest, Sunfest, and Winterfest.
- Establishes event goals and performance benchmarks that support the town's tourism, branding, and economic development initiatives.
- Monitors the master event calendar, ensures on-time delivery, and leads post-event analysis and strategy reviews, including annual event evaluation. Understands calendar adjustments effecting event schedule changes.
- Develops new event concepts and manages special projects as assigned by the Director of Tourism & Business Development.
- Lead, motivate a passionate and dedicated team of full-time and part-time event professionals.
- Oversees the recruitment and management of temporary and seasonal staff to support event operations.
- Oversees operational needs for all major public events, including permitting, site planning, vendor procurement, and safety protocols. Handles the entire lifecycle of events as directed, from initial concept to event finale, ensuring each detail align with vision and goals of the events.
- Co-leads citywide pre-event planning with Emergency Services and other relevant departments.
- Develops Requests for Proposals (RFPs) and manages contracts related to production, staging, lighting,

entertainment, and technical support.

- Supports private event producers in navigating the Ocean City event model and requirements.
- Reviews and approves contracts, purchase orders, and requisitions in accordance with city financial policies.
- Serves as liaison to other City departments (Fire, Police, Public Works, etc.) to ensure collaboration and consistency.
- Coordinates approvals and event communications with outside agencies including the FAA, U.S. Coast Guard, and Maryland state departments.
- Assists with emergency planning and response, including Emergency Operations Center (EOC) activation when needed.
- Maintains communication and collaboration with non-profits and community partners engaged in event operations.
- Assists in the recruitment and activation of event sponsors, community grants and donations.
- Provides event highlights, marketing points, and content inputs to support the Marketing & Communications team.
- Experience with event software and registration systems.
- Ensure compliance with sustainability principles in all events planning and execution of events

What We Want from You: Education, Experience & Attitude

We want a visionary event leader ready to make waves. Ocean City, Maryland is searching for a bold, strategic, and creative Special Events Director to shape the experience of millions of visitors and residents through unforgettable, high impact public events. From legendary traditions like Sunfest and Springfest to fresh, bold activations that haven't even been dreamed up yet — this is your opportunity to build moments that matter in one of the East Coast's most iconic beach destinations.

- Bachelor's degree (B.A. or B.S.) from a four-year college or university in event management, hospitality, business, or a related field.
- Minimum of ten (10) years of relevant experience in large-scale event planning, public programming, or tourism-based activations; or an equivalent combination of education and experience.
- Certified Festival & Event Associate (CFEA) or Certified Festival & Event Executive (CFEE)
- Documented training in Emergency Management Incident Command System (ICS) is preferred.
- Familiarity with CAD design and the ability to read engineered drawings and diagrams is preferred.
- Basic understanding of graphic design and desktop publishing tools is a plus.
- Strong written and oral communications skills are important with the ability to make presentations, develop messaging and interact with members of management, business partners and the public.
- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.
- Valid driver's license.
- Mass Communications, Website Design, Social Media Marketing, Microsoft Suite
- 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. While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to stand. The employee is occasionally

required to walk; use hands to finger, handle, or feel; and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus.

- The employee primarily works in an office environment.