MARKETING AND EVENTS DIRECTOR

POSITION SUMMARY

Under general direction of the City Administrator, this position will be responsible for planning, coordinating, implementing and promoting city and community events. This position must maintain a flexible schedule and strong work ethic where limited supervision and the use of independent judgment is required.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Organizing special events including logistical set-up, volunteer coordination, and promotion of events,
- Coordinates the work activities of employees and volunteers at events.
- Participates in the development of the Events annual budget; forecast additional funds needed for staffing, training, equipment, supplies; monitors expenditures; implements adjustments as necessary.
- Responsible for negotiation of event contracts and service agreements, working with vendors, obtaining liquor licenses.
- Promoting events and promotions by preparing ads and articles for local and statewide media.
- Develops effective, detailed facility use policies.
- Reviews and approves event invoices.
- Prepares and follows up on event contracts and insurance forms.
- Designing posters, flyers, displays, and other public relations releases and materials.
- Developing and monitoring event timelines and ensure deadlines are met.
- Fosters a placemaking environment by encouraging collaboration between city departments and downtown business owners.
- Presents reports and outcomes of events to City Commission and City Management team.
- Oversees downtown beautification projects such as benches, flower pots, etc.
- Performs other duties as assigned.

Knowledge, Skills, and Abilities:

- Knowledge of event planning methods and principles;
- Skilled in prioritizing, organizing, and managing multiple simultaneous projects;
- Skilled in preparing clear and concise reports, including oral, written, and audio/visual presentations;
- Skilled in applying independent judgment, personal discretion, and resourcefulness in interpreting and applying guidelines;
- Skilled in developing marketing and advertisement materials;
- Skilled in gathering and analyzing information and making recommendations based on findings and in support of organizational goals;
- Ability to and skilled in communicating effectively, both orally and in writing, with a variety of individuals;

- Skilled in operating a computer and related software applications, proficient in Microsoft Word, Excel, Outlook;

QUALIFICATIONS

Education and Experience:

- Bachelor's Degree in Recreation Studies, Economic Development, Business Administration or related field.
- Three years progressively responsible experience in coordinating special events.
- Grant writing and fundraising skills a plus.
- Or equivalent combination of education and experience sufficient to successfully perform the essential duties of the job.

Special Requirements:

- Valid North Dakota Driver's License or ability to obtain within 30 days of hire.

WORKING CONDITIONS

Environment:

- Frequent reaching, use of hands, sitting, standing, walking, climbing, balancing, stooping, kneeling, talking, seeing and hearing.
- Frequently lifts up to 25 pounds, occasional lifting and carrying over 25 pounds.
- Work is typically performed in both standard office and outdoor environments, with potential exposure to adverse weather conditions.
- Will work some nights, weekends, holidays; must maintain a flexible schedule

Classification: Grade 18 (G-18)
Reports to: City Administrator
FLSA: Exempt
Created: 7/5/2022 By HR Nameniuk, Interim CA Dassinger
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