

City of Allentown
Position Description

Class Title: Marketing & Special Events Coordinator
Grade Number: 11N
Department: Community & Economic Development
Bureau: ~~Special Events~~ EF CGO
Union: None

GENERAL PURPOSE

Performs a variety of professional work in the implementation of a City-wide program of special events and marketing initiatives. Coordinates special events designed to create a positive experience for citizens and to attract visitors to the city. Assists with marketing initiatives to showcase the City's quality of life attributes. Able to work a flexible schedule and attend and hold meetings related to City-wide special events.

SUPERVISION RECEIVED

Works under the supervision of the Marketing & Special Events Manager.

SUPERVISION EXERCISED

Exercise supervision over event staff and volunteers.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- A. Assist with oversight and management of special events sponsored by the City of Allentown while strengthening and expanding participation numbers, quality and reach of the events. Includes planning, marketing and staging/execution of events.
- B. Coordinate permitting process for events run by outside entities or groups, and appropriate resources to support non-City sponsored special events.
- C. Assist with design and implementation of a "Marketing & Advertising Plan" for special events, including oversight and use of the city's electronic billboards.
- D. Assist with design of marketing materials, press releases, and website development for special events, and recreational opportunities.
- E. Manage the City's Facebook, Twitter, and other Social Media sites. Researches best practices and assists with development of an overall social media policy and annual plan and goals.
- F. Supervises event staff and volunteers.
- G. Keep abreast of new developments in the field of marketing, recreation and public events through regular training and professional development.

- H. Assists with coordinating the production of the *Adventure Allentown* publication; including submission of seasonal leisure activities by many non-profit partners.
- I. Assists with the coordination of the annual Lights in the Parkway program, working in tandem with the Parks and other necessary Departments. Oversee daily operations and maintain proper financial records for event revenue.
- J. Prepares and presents educational programs to neighborhood groups to encourage proper permitting of events and programs in public spaces.
- K. Works with school principals, maintenance staff, teachers, students, community and private organizations to provide City-wide special events for individuals of all ages and abilities.
- L. Represents the Department of Community & Economic Development at community fairs, neighborhood community meetings and other events.
- M. Produces and conducts surveys and essential functions related towards marketing, recreational and events development.
- N. Performs work in all types of weather and enforces rules of facilities, equipment use and programs.
- O. Evaluates events on an annual basis, using feedback to improve.
- P. Meets the attendance requirements of the position, which calls for a flexible work schedule, including evenings, weekends and holidays.
- Q. Works closely with other staff and volunteers to ensure all fields and facilities are prepared and set up properly for concerts and special events, etc.
- R. Provide quality and effective customer service with courtesy and understanding to City customers, citizens and internal departments.
- S. Performs related work as may be required.

MINIMUM QUALIFICATIONS

Education and Experience:

- (A) Associates or Bachelors Degree in Recreation & Leisure, Special Events, Marketing or related discipline from an accredited college or university, or
- (B) Full time experience working within an organizational setting; organizing, developing, supervising and implementing special events and recreational programming, including design and oversight of marketing is preferred.

- (C) Attainment of social media training certification desirable.
- (D) Equivalent combination of related education and experience.

Necessary Knowledge, Skills and Abilities:

- (A) Ability to exercise strong customer service skills.
- (B) Strong knowledge of all Microsoft Office applications.
- (C) Ability to market and advertise effectively on the internet (websites/social networking).
- (D) Ability to work independently.
- (E) Ability to deal with and interact with the public using diplomacy.
- (F) Ability to develop marketing materials.
- (G) Ability to keep and organize detailed records.
- (H) Interact effectively with all people of all ages and backgrounds.
- (I) Communicate effectively both verbally and in writing with individuals and groups with diplomacy and professionalism.
- (J) Exercise sound judgment and flexibility.
- (K) Knowledge of arithmetic computations and tabulations and make calculations with speed and accuracy.
- (L) Ability to understand and follow moderately complex oral and written instructions.
- (M) Ability to prioritize work assignments, handle multiple tasks and projects, resulting in work being performed in the most efficient and timely manner.
- (N) Excellent problem solving skills.

TOOLS AND EQUIPMENT USED

Requires intensive daily use of personal computer and other office equipment.

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.

While performing the duties of this job, the employee is constantly required to sit and talk or hear. The employee is required to walk on uneven ground; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms. Performs work outdoors in various weather conditions. Must have stamina to occasionally stand and walk for a minimum of four (4) hours.

The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus. Employee must possess a valid Pennsylvania driver's license.

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 noise level in the work environment is usually quiet, but can become loud when out at events and programs.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.