

# Job Title: Marketing and Special Events Coordinator

Department: Community & Economic Development

Bureau: Special Events

Paygrade: S07

BAND	GRADE	SUBGRADE	FLSA STATUS
			Non-Exempt
NATURE OF WORK			
Performs a variety of professional work in the implementation of City-wide events. Helps in the development of new events designed to create a positive experience for citizens and to attract visitors to the city. Helps in the development and implements activities which increase the city's quality of life attributes.			

Essential Duties: These duties are a representative sample; position assignments may vary.		FREQUENCY
1.	Assists with the coordination of City of Allentown-sponsored special events, including planning, marketing, and staging/execution. Assists with coordination of City resources to support non-City sponsored special events	Daily 25%
2.	Assists in the implementation of the created 'Marketing and Advertising Plan' for all city activities, meetings, and city's special events.	Daily 20%
3.	Works with the Communication Coordinator for promotion of special events opportunities i.e., newspaper press releases, website development.	As Required
4.	Assists in management of the City's Facebook, Twitter, and other Social Media sites.	Daily 20%
5.	Assists with the production of the Adventure Allentown publication, including submission of seasonal leisure activities by non-profit partners.	As Required
6.	Works with school principals, maintenance staff, teachers, students, community, and private organizations to educate and provide City special events opportunities for all citizens.	Daily 25%
7.	Represents the City at community fairs, neighborhood community meetings and other events.	Daily 10%
8.	Assists in the organization and implementation of special events, surveys and essential functions related towards economic development.	As Required
9.	Performs work in all types of weather and enforces rules of facilities and equipment uses.	As Required
10.	Works closely with other staff and volunteers to ensure all fields and facilities are prepared and set up properly for special events.	As Required
11.	Provides quality and effective customer service with courtesy and understanding to City customers, citizens, and internal departments.	As Required

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## **SUPERVISION GIVEN/RECEIVED**

General supervision is received from the Special Events Manager.

No supervision exercised.

## **DECISION MAKING**

Incumbents exhibit defined decision-making skills determined by specific area of assignment. Duties and tasks are both routine and non-routine in nature and incumbents may refer complex decisions to the higher levels. Assignments are generally focused in nature and require decisions with defined parameters.

## **TRAINING AND EXPERIENCE REQUIREMENTS**

An Associate's Degree and one (1) year experience; or any equivalent combination of experience and training which provides the required knowledge, skills, and abilities.

Able to work a flexible schedule and attend meetings related to City-wide events.

## **LICENSING REQUIREMENTS**

- None.

## **KNOWLEDGE REQUIREMENTS**

- Ability to develop creative approaches to and concepts for Special Events and community driven events.
- Ability to evaluate event planning and event proposals.
- Knowledge of research methodology and statistical procedures.
- Ability to undertake major assignments, such as project administration and monitoring, preparation of legislation or the design of new programs.

## **SKILL REQUIREMENTS**

- Ability to develop and maintain effective working relationships with employees, officials, other agencies, other jurisdictions, and the general public.
- Ability to communicate ideas both in writing and orally.
- Ability to work with computers, proficient with standard data and word processing software.
- Ability to organize and provide good project management skills.

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### **PHYSICAL REQUIREMENTS**

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; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms.

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.

### **CLASSIFICATION HISTORY**

<b>DATE</b>	<b>COMMENT</b>
1/26/2021	CED
02/23/2021	Human Resources

### **NOTE**

The above position description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.