

Job Description

SPECIAL EVENTS/MARKETING MANAGER

The City of Maricopa is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Management's vision is "to be open, responsive and accountable while serving the public with integrity."

Job Description

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this position. Other duties may be required, assigned, and expected commensurate with the administrative needs of a newly incorporated city.

General Purpose

The purpose of this position is to manage the production and promotion of signature festivals and special events. This is accomplished by evaluating, planning and overseeing the creation and implementation of new elements, attractions, programs and events; recommending goals and objectives; researching and developing funding and revenue sources; managing marketing efforts; generating partnerships; and establishing agreements. Other duties include serving on committees and completing related activities. An employee in this class may be assigned to other duties in the City's Community Services Department.

Essential Duties:

Essential Duties are not intended to be an exhaustive list of all responsibilities, duties and skills. They are intended to be accurate summaries of what the job classification involves and what is required to perform it. Employees are responsible for all other duties as assigned.

- Manages the production of major indoor/outdoor special events and festivals including negotiating, administering and approving expenditures and contracts;
- Recommends, develops and implements short- and long-term goals and objectives for the City's special event and festival program; researches and develops new funding and revenue sources;
- Manages the marketing/promotion of major special events and festivals that may include public relations, advertising and direct marketing;
- Manages the production and promotion of signature special events and of city-sponsored and community events;

- Generates partnerships to support and supplement the marketing/promotion of major special events and festivals by identifying potential partners, establishing and building relationships, making presentations, entering into agreements and fulfilling obligations;
- Develops an annual budget, prepares event budgets and maintains control of special event revenues and expenditures;
- Gathers public input through meetings, surveys and other methods when designing new and evaluating existing major events and festivals; Confers with citizens, merchants, city departments, outside agencies, elected officials, and other groups about the design, planning, production and promotion of major indoor/outdoor special events and festivals;
- Oversees the compliance with all applicable laws, policies, procedures, rules and regulations including those set forth by the City, State, County Health Department and State Liquor Board;
- Oversees the permitting and regulation of outside organizations and promoters producing events in the City;
- This employee supervises the special event/marketing functions and staff, including part-time, contract, and seasonal employees, as well as community volunteers;
- All other duties as assigned.

Minimum Qualifications

This position requires a Bachelor's Degree in recreation administration, tourism management, business, marketing, hospitality or related field and three (3) to five (5) years' experience in the recreation, tourism, or hospitality management field dealing with public assembly events and activities. Must possess a valid Arizona driver's license.

Primarily an office setting with extensive fieldwork during event production that will require working in and around crowds, extensive standing, walking, lifting and/or climbing as well as exposure to weather conditions, loud music and other noises. A flexible schedule often involving evening, weekend and holiday work is required.

Any equivalent combination of education, training, and experience, which provides the requisite knowledge, skills, and abilities for this job, may be substituted for evaluation at the discretion of city management.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- Principles, practices and duties of special event and festival management;
- Research methodologies and management of research-based data;
- Principles of marketing, advertising and public relations;
- Principles of budget administration;
- Modern sponsorship concepts;
- City policy and procedures, ordinances and fire/life safety codes;

- Issues and ethics of care, protection and accessibility as related to the Americans with Disabilities Act.

Skills required:

- Negotiating contracts with vendors, entertainers, event producers and equipment suppliers;
- Selling corporate and media sponsorships;
- Computer operation and applicable software.

Ability to:

- Form and implement a strategic mission, vision and goals for the City's special event/festival program;
- Communicate effectively verbally and in writing;
- Investigate and resolve citizen complaints or problems;
- Establish and maintain effective working relationships with employees, officials, contractors, volunteers, sponsors, media and the public;
- Plan, direct and evaluate the work of employees, volunteers and contractors;
- Develop, maintain and adhere to a budget for event production.

Performance Aptitudes

Physical Ability:

Sufficient clarity of hearing, with or without reasonable accommodation, which permits the employee to discern and dispense verbal instructions and interact with the general public;

Sufficient visual acuity, with or without reasonable accommodation, which permits the employee to comprehend written material and instructions and discern, supervise, and react to physical activities;

Sufficient manual dexterity with or without reasonable accommodation, which permits the employee to operate audio visual and office equipment;

Sufficient body flexibility, agility, and stamina to supervise special events and festivals.

Project Management: Tasks require the ability to schedule, coordinate, and manage various projects of varying degrees of difficulty, size and complexity.

Equipment, Machinery, Tools, and Materials: Tasks require the ability to operate, maneuver, and/or control the actions of equipment, machinery, tools, and/or materials, commensurate with duties of the position.

Social and Interpersonal Communication Skills: Position requires professional social and interpersonal communication skills, including the ability to function in a major organizational unit requiring significant internal and external interaction.

Reasoning: Position requires functional reasoning skills enabling the analysis of major problems that necessitate complex planning for interrelated activities that can span one or several work units. Position requires situational reasoning skills allowing for the ability to exercise judgment, decisiveness and innovation in situations involving broader aspects of the organization.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.