

EVENTS AND OUTREACH COORDINATOR

General Statement of Duties

Performs difficult programming, public relations, and administrative tasks for the Town.

Distinguishing Features of the Class

An employee in this class is responsible for providing public information and creating a media presence, events coordination, and administrative management for the Town. The role is designed to create and maintain an effective web site, social media presence, and accurate and timely information to the public utilizing an array of media. In addition, the employee plans and coordinates various community events and activities such as farmers' market, concerts, and holiday events. Work requires considerable planning, coordination with others, and timely execution of work; strong public information and technology skills; and creativity. Employee must exercise independent judgment and simultaneously must consider financial, socio-economic, legal, and regulatory variables as they affect the Town. Work is performed under general supervision and is evaluated through conferences, reports and results.

Duties and Responsibilities

Essential Duties and Tasks

Plans, organizes and coordinates a variety of Town events and activities including Farmers Market, concerts, holiday events, parades, etc.; rents facilities; arranges and/or contracts for entertainment, meals and vendors; coordinates Christmas parade including creating processes for applying to be in the parade; coordinates street closings; coordinates staff parties; markets events to the public.

Serves as public information officer for the Town; develops and maintains Town web site up to date; creates a presence on social media for the Town and maintains updated information; responds for the Town to social media issues; prepares and issues alerts in emergency situations and keeps the public informed on important issues; prepares and issues press releases; prepares presentations for the Mayor and/or Administrator on various topics; appears in television program regarding Town activities; speaks for the Town or Mayor when needed in the media.

Schedules rental facilities for parties and events with the public, non-profits, schools or other organizations; coordinates with renter regarding facility rules, fees, deposit amounts, key pick up and other details; monitors facilities for cleanliness and appearance; maintains calendar of events at facilities and for staffing requirements; coordinates with staff for after hours and weekend work requirements.

Works with the Tourism Development Board; attends meetings; prepares agendas and minutes; designs marketing and promotional flyers, banners and other items; tracks and coordinates action items for the Board.

Manages Community Garden rentals, fees and key deposits for each season; coordinates with renters; markets garden; addresses problems and issues; coordinates budget needs between garden organization and Town.

Maintains records of bookings for the Community Center and parks.

Takes pictures and posts on web sites and social media sites.

Additional Job Duties

Performs related duties as required.

Recruitment and Selection Guidelines

Knowledges, Skills, and Abilities

Considerable knowledge of principles, practices and processes involved in event planning.

Considerable knowledge of marketing and use of social media.

Considerable knowledge of the principles and practices of web site design and administration, design of press releases, and emergency communications.

Skill in collaborative conflict resolution, meeting facilitation, internal and external customer service excellence, teamwork, and public speaking.

Ability to organize large events and coordinate with multiple vendors and volunteers.

Ability to establish and meet effective work priorities, organize work for efficient processing, and meet established deadlines.

Ability to motivate volunteers and committees and create a vision of excellence for the joint outcome.

Ability to communicate effectively in oral and written forms.

Ability to establish and maintain effective working relationships with business executives and owners or representatives, public officials at the local, state and federal levels, contractors, community leaders and organizations, other department heads, supervisors and other employees.

Physical Requirements

Must be able to physically perform the basic life operational functions of stooping, kneeling, crouching, reaching, standing, walking, lifting, fingering, grasping, talking, and hearing.

Must be able to perform sedentary work exerting up to 10 pounds of force frequently or constantly to move objects.

Must possess the visual acuity to prepare and analyze data, examine and work with maps, charts, and detailed materials, operate a computer, inspect sites, use measuring devices, to figure computations, and to read extensively.

Desired Education and Experience

Graduation from a four year college or university with a degree in marketing, public administration, business, planning, economics, or related field supplemented by training or experience in event planning and marketing or a related field; or an equivalent combination of education and experience. Master=s Degree preferred.

Special Requirement

Possession of a valid NC Driver=s License