


Department: Parks and Recreation	
Title: Special Events Coordinator	
Status: Exempt	

Summary Objective

The purpose of this position is to develop, manage and continuously improve special events and programs citywide. This position supports the City to promote local attractions and events.

This position works under the supervision of the Director of Parks and Recreation.

Essential Functions

The essential functions listed below are those that represent the majority of the time spent working in this position. Management may assign additional functions related to the type of work of the position as necessary.

- Train, supervise and evaluate Visitors' Center staff and provide supervision to interns, volunteers, and vendors. Processing employee concerns and problems, directing work, counseling, disciplining, and completing employee performance appraisals.
- Coordinates, assigns, and reviews work and establishes work schedules; maintains standards; monitors status of work in progress and time records; inspects completed work assignments; answers questions; gives advice and direction as needed.
- Manage all aspects of special events coordination, including developing, planning, implementing, and evaluating of events.
- Prepares operational budgets and forecast department revenues and expenses for events.
- Lead marketing and public relations efforts to increase community awareness and participation in events.
- Creates and manages content for the City's special events web page, social media platforms, flyers, brochures, newsletters, emails, ads, photos, videos, news releases, and other promotional materials to ensure both vendors and patrons are engaged and informed.
- Oversees proactive and reactive media relations to inform the community to include story pitching, media events and tours, completing media interviews and responses, and preparing officials for public engagements.
- Represents the Parks and Recreation Department at leadership meetings as it pertains to special events as needed.
- Oversee the Farmers Markert and part-time event support staff.
- Performs related work as assigned.

Special Events Coordinator

Minimum Education and Experience Requirements

- Bachelor's degree in business or public administration, hospitality, tourism, marketing, public relations, journalism, mass communication, or related field.
- Two to Three (2 to 3) years of marketing, public relations, mass communications, or promotion of public programs experience or an equivalent combination of education, training and experience.
- Event planning/execution and budget management experience.
- Experience with content creation programs such as Canva, Adobe Express, etc.

Knowledge, Skills and Abilities

- Must have knowledge of local areas, sales and public relations skills.
- Must be organized and accountable.
- Must have strong problem-solving skills, critical thinking skills, strong creative and forward-thinking skills.
- Must have superior interpersonal and relationship building skills.
- Must have creativity, initiative, strong customer service skills and the ability to multitask.
- Effective oral and written communication skills.
- Extensive computer skills in Microsoft Office Suite including Word, Excel, & PowerPoint
- Ability to exercise independent judgment to apply facts and principles for developing approaches and techniques to problem resolution.
- Ability to prepare and present comprehensive financial and administrative reports.
- Ability to work various hours, including mornings, evenings, nights, weekends and holidays.

Physical Demands

Physical demands refer to the requirements for physical exertion and coordination of limb and body movement.

- Performs work that involves walking, standing, stooping, stretching, or lifting frequently and involves exerting between 20 and 50 pounds of force on a regular and recurring basis.

Unavoidable Hazards (Work Environment)

Unavoidable hazards refer to the job conditions that may lead to injury or health hazards even though precautions have been taken.

- Involves routine and frequent exposure to:
 - Bright/dim light; Dusts and pollen.
 - Extreme heat and/or cold; Wet or humid conditions.
 - Extreme noise levels

This Job Description does not constitute an employment agreement between the City of Franklin and an employee and is subject to change by the City as its needs change.

Special Events Coordinator

Special Certifications and Licenses

- Must possess and maintain a valid state driver's license with an acceptable driving history.

Americans with Disabilities Act Compliance

The City of Franklin is an Equal Opportunity Employer. ADA requires the City to provide reasonable accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.

Standard Clauses

Required to workdays, evenings, nights, weekends and holidays to support year around events. May require overnight travel to attend conferences or meetings.

This job description is not designed to cover or contain a comprehensive listing of essential functions and responsibilities that are required of an employee for this job. Other duties, responsibilities, and activities may change or be assigned at any time with or without notice.

Essential Safety Functions

It is the responsibility of each employee to comply with established policies, procedures and safe work practices. Each employee must follow safety training and instructions provided by their supervisor. Each employee must also properly wear and maintain all personal protective equipment required for their job. Finally, each employee must immediately report any unsafe work practices or unsafe conditions as well as any on-the-job injury or illnesses.

Every manager/supervisor is responsible for enforcing all safety rules and regulations. In addition, they are responsible for ensuring that a safe work environment is maintained, safe work practices are followed, and employees are properly trained.

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