

**MARKETING AND COMMUNITY EVENTS MANAGER****SUMMARY:**

Under general direction, manages the creation, production, scheduling and permitting of the City of West Palm Beach events and promotions; and performs related duties as assigned.

**ESSENTIAL FUNCTIONS:** *(Essential functions, as defined under the Americans with Disabilities Act, may include the following tasks, knowledge, skills and other characteristics. This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.)*

**DUTIES AND RESPONSIBILITIES:** *(which are **not** in any hierarchical order)*

1. Develops comprehensive plans for festivals and event management and supervises the execution of those plans.
2. Manages all aspects of budgeting and expending funds for event activities; develops and monitors annual operating budget.
3. Develops and maintains good public relations relationships with participants, community groups, vendors and volunteers.
4. Performs full supervisory responsibilities for assigned staff; interviews, trains, supervises, disciplines and evaluates department staff in accordance with City policies.
5. Oversees events produced by outside promoters and ensures license agreements and permits are properly executed.
6. Creates overall public relations and marketing strategy and coordinates efforts with public relations firms; develops copy for press releases, reviews and approves advertisements and publications.
7. Drafts or reviews correspondence to the City Commission for approval of event permits and license agreements, and other event-related issues.
8. Identifies sponsors for special events, assists in writing proposals and reviews sponsorship agreements.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of the methods and techniques for community events planning and execution.
- Knowledge of community diversity and the ability to work cooperatively with community-based organizations and the general public including groups of all ages and socio-economic backgrounds.
- Knowledge of event planning strategies and the time, fiduciary and resources necessary for event planning.
- Knowledge of the principles and practices of community and volunteer organizations.
- Knowledge of workload management and techniques.
- Knowledge of Business English, grammar, punctuation and spelling.
- Skill in budget preparation and management.
- Skill in developing and organizing volunteer organizations.
- Skill in prioritizing and managing multiple tasks and projects simultaneously.
- Skill in assigning, delegating, reviewing and evaluating work.
- Skill in fundraising.
- Skill in managing the media.
- Ability to communicate effectively both orally and in writing.
- Ability to work flexible hours including evenings and weekends.
- Ability to establish and maintain cooperative working relationships with the general public, promoters, sponsors, City staff and other community groups.

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**PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT:** Work involves detailed concentration for long periods of time in a modified office environment and in an outdoor setting. There may be occasional need for light to moderate lifting (up to 25 pounds). The City of West Palm Beach promotes a drug/alcohol free work environment through the use of mandatory pre-employment drug testing. This position may also require the use of City vehicles on City business. Individuals must be physically capable of operating the vehicles safely and have an acceptable driving record.

**MINIMUM QUALIFICATIONS:** Bachelor's Degree from an accredited college or university with a major in Business Administration, Marketing, Communications or a related field and five (5) years of experience in the field of event management, including one (1) year of supervisory experience, or any equivalent combination of training and experience. A valid Florida driver's license is required.