

Special Event Manager

DEPT:	Office of the City Administrator	FLSA:	Exempt
DIV:	Public Relations	EEOC:	Professional
DATE:	October 2025		



POSITION SUMMARY

Performs a variety of **general administrative and supervisory duties** as needed to coordinate the establishment, organization, scheduling and operation of special events programs, and projects in support of the Office of the City Administrator.

SUPERVISION RECEIVED

Works under the general supervision of the Assistant to the City Administrator.

SUPERVISION EXERCISED

Provides close to general supervision to all part-time, seasonal and/or volunteer personnel required to run special events and programs; as the City's volunteer coordinator, provides direction, guidance, and support to all City Departments with regards to volunteer efforts and activities.

ESSENTIAL FUNCTIONS

Plans, organizes, coordinates, promotes, facilitates, assists in the set-up, attends, and documents special events including the Round-Up Celebration and other events; supervises, schedules and maintains communication with staff, volunteers, speakers, vendors, and participants; creates clear objectives and evaluation measures to ascertain successes and areas of improvement for special events, as needed ; creates internal guidelines and procedures for events; assures a safe and clean environment through periodic safety checks

Acts as prime source for promotion of special events; performs program and special event marketing and advertising; utilizes various media vehicles to reach all segments of the public such as news releases, newsletters and brochures, power-points , slideshows, and website information; addresses various groups and clubs to solicit time and financial assistance for special events and programs; secures business sponsors, as assigned; may assist in preparing reports for the Mayor and City Council; creates, assists with the coordination of, and orally presents on internal and external communications relative to special events, when assigned.

Responsible for all equipment associated with the various special events and programs; keeps inventory and orders replacement and new equipment as needed; gives recommendations for special event budgets; makes revenue projections; monitors on-going expenditures to assure compliance with fiscal goals; advises in the establishment of event and program fees; coordinates and monitors event timelines; aides in the preparation of yearly calendar of activities receives and conveys monies to city related to special events.

As directed, acts as lead for project teams; assists department directors with completion of events, programs and projects in order to facilitate their established goals/objectives as needed; facilitates an environment that encourages interdepartmental cooperation; serves as a liaison between the Office of the City Administrator and staff throughout the City to gather information, share ideas, and provide resources to Department Directors and staff in the implementation of events, programs and projects; creates, implements, and facilitates highly independent work relative to all City events.

Recruits, hires and trains part-time and seasonal personnel needed in conjunction with events and programs; monitors performance and makes recommendations affecting event personnel statuses such as retention, advancement and discipline.

Represents the City as directed as the community outreach coordinator; acts as a liaison between the City and various non-profit and citizen groups; attends and/or conducts various special event meetings as assigned; provides administrative assistance to various special event committees; participates in decision-making processes for events and programs; prepares staff reports and materials addressing issues and operation of events; develops preliminary recommendations for alternative courses of action; represents the Office of the City Administrator at various meetings, outside government agencies, and other citizen groups relative to goals, actions and activities of the City's special events.

Acts as assistant and assists Public Information officer (PIO) with public relations efforts, including print, social media, television, radio, etc.; provides assistance as directed with the creation of city documents and promotional material; acts as the primary media contact for city special events.

Performs related duties as required.

MINIMUM QUALIFICATIONS

1. Education and Experience:

A. Graduation from high school;

AND

B. Two (2) years of responsible experience related to above duties;

OR

C. An equivalent combination of education and experience.

2. Knowledge, Skills, and Abilities:

Working knowledge of knowledge of methods, techniques, and philosophies of developing and operating a broad spectrum of special events and programs; principles, techniques and methods required in marketing, promotions, public and media relations; organizational skills; budgeting processes and general accounting; liability issues and injury prevention; pertinent health, fire and safety regulations affecting the use of municipal facilities and parks..

Considerable skill in keyboarding and the operation of various personal computer programs and applications.

Ability to establish and maintain effective working relationships with the mayor, city council and department heads, intergovernmental agencies, volunteer groups, employees and the public; plan, organize, direct and supervise the work of professional and administrative project teams as assigned; communicate effectively verbally and in writing; identify event problems and take effective courses of action; demonstrate high proficiency in reading, writing, math and Microsoft Office Suite.

3. Special Qualifications:

None.

4. Work Environment:

Employee(s) in this position perform in a typical office setting with appropriate climate controls. Tasks require variety of physical activities, not generally involving muscular strain, but do require frequent walking, standing, stooping, sitting, reaching, talking, hearing and seeing. Occasional physical exertion required during set-up of special events. Common eye, hand, finger dexterity required for many tasks. Mental application utilizes memory for details, verbal instructions, emotional stability and discriminating thinking and creative problem solving. Periodic travel required in normal course of job performance.

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

I _____ have reviewed the above job description. Date: _____

(Employee)