EVENTS SPECIALIST

Definition:

Under general supervision develops and coordinates regularly scheduled and special events to enhance the economic viability of the downtown area and the City of Fullerton as a whole and performs related work as required.

Essential Duties and Responsibilities:

The responsibilities and essential duties performed on a frequent and recurring basis by an incumbent include the following:

Plans and coordinates downtown and community wide cultural and family special events such as "Fullerton Market", "First Night", July 4th celebrations and community festivals.

Initiates concepts for promotions and events; assists in related research and develops and participates in promotional activities for event marketing purposes.

Drafts detailed action plans and a master timeline for all planned activities, coordinates all event preparation to include marketing, registration, safety needs and ordering supplies and equipment.

Coordinates with other City departments regarding needed event services.

Produces information and promotional material to recruit event sponsors and promote events and drafts event advertising for a variety of publications.

Assists in identifying needs for event programs and stimulates interest and participation in event activities.

Oversees the work and contracts of service providers and contractors.

Assists in preparing event budgets, monitoring funds and processing expenditures; identifies funding sources and assists in fundraising.

Evaluates completed events to assess results, efficiency and effectiveness of planning and operations, including cost benefit analysis.

Responds to questions and concerns regarding proposed or concluded events.

Responds to and participates in City/Redevelopment Agency meetings.

Recruits and trains event staff/volunteers and coordinates their work.

Coordinates and participates in meetings/events of community and citizen groups, committees, volunteers and business owners.

Conducts surveys, performs research and analysis and makes oral and written presentations to businesses and nonprofit/public agencies.

Operates a personnel computer, uses applicable software to prepare reports, correspondence and other material and maintains manual and computerized records.

Uses a variety of hand and power tools to include a nail gun, hammer, screwdriver, drills and saws.

Lifts and moves equipment and supplies weighing 30 pounds or less.

Drives a vehicle on City business.

Other Duties and Responsibilities Include:

Performs other projects/tasks as assigned.

Class Characteristics:

Event Specialist is a single incumbent class in the Parks and Recreation Department with specialized duties related specifically to downtown area enhancement and promotion and citywide event production and coordination.

Contacts and Relationships:

The Event Specialist establishes and maintains contact with Parks and Recreation Department staff and staff in other City departments. Additional contact is established and maintained with a full range of civic groups, businesses, artists and a variety of other organizations. Additional contact will occur with the public.

Qualification Guidelines:

The knowledge and abilities which are required to perform the duties and responsibilities of this class include the following:

Knowledge of:

Event production, direction and leadership.

Event, project and activity organization.

Public relations, publicity, fund raising and marketing principles and techniques.

Budgeting methods and procedures.

Contract administration and accounting and billing procedures related to area assigned.

Research and evaluation techniques related to area assigned.

Computer applications related to area assigned.

Basic supervisory techniques.

AND

Ability to:

Develop, promote, organize and evaluate events and activities.

Coordinate activities with a variety of individuals and organizations.

Publicize and market events.

Analyze data, revenues and expenditures and maintain accurate financial records.

Conduct independent research, prepare reports and recommendations and maintain records.

Communicate effectively orally and in writing.

Establish and maintain effective relationships with those contacted in the course of work.

Direct and coordinate the work of volunteers and assigned staff.

Adhere to multiple deadlines and handle multiple projects.

Administer service contracts.

Meet the public with courtesy and tact.

Understand and carry out oral and written instructions and use independent judgment and initiative.

Operate a personal computer and use applicable software.

A typical way to obtain the knowledge and abilities is as follows:

Education:

Bachelors Degree from an accredited college or university with major course work in Business Administration, Public Administration, Public Relations or a related field.

AND

Experience:

Two years of responsible experience in the development and coordination of large scale community events to include some experience in program planning, budget management and some supervisory or lead experience.

Special Requirements Include:

Valid and appropriate California Drivers License and acceptable driving record at time of appointment and throughout employment in this position.

Must be able to work flexible schedule to accommodate City needs including evenings, weekends, holidays and overtime.

The City of Fullerton's Conflict of Interest Code requires that the Events Specialist file financial disclosure statements in accordance with State and local laws.

Physical Tasks and Working Conditions Include the Following:

Work is performed in an office environment and in a street festival or event environment. When work is performed outside the incumbent will be exposed to the elements. The incumbent uses a computer, keyboard and related equipment, drives a vehicle on City business, kneels, crouches, twists, climbs ladders and steps, walks and stands on slippery and uneven surfaces and reaches, bends, crawls, grasps, pushes, pulls, drags, lifts and carries supplies and equipment weighing 30 pounds or less. The incumbent uses hand and power tools and must be able to meet the physical requirements of the class and have mobility, balance, coordination, vision, hearing and dexterity levels appropriate to the duties to be performed.

Fair Labor Standards Act Designation: Non-exempt.

Revised July 2006 and Title Changed from Cultural Events and Downtown Promotions Specialist
Revised May 2003
Established July 1996