



City of Irving Job Description

Senior Special Events Coordinator

FLSA Status:	EXEMPT	Job Department:	Parks & Recreation
Job Code:	30281	Reports To (Job Title):	Recreation Services Manager

PURPOSE

Develops themes and comprehensive, documented event plans for festivals, events and community promotion programs. Provides continued input toward improving festival and event activities, appearance and total guest experience.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Manage the overall development, planning and coordination of events.
- Negotiate terms and conditions of contracts.
- Supervise volunteers, and contracted event labor/personnel.
- Develop partnerships, secure sponsorships, solicit donations, and apply for grant funding.
- Interface with Corporate Communications to ensure that appropriate branding and messaging objectives are met.
- Develop and maintain timelines, scheduling, and rehearsals for assigned festival and event duties.
- Develop budgets, event layouts and operational needs.
- Work with vendors, volunteers, community groups and other City departments to further event objectives.
- Coordinate technical, audio and visual aspects of event production.
- Write, edit and produce scripts for event productions and graphic art concepts for special event promotion.
- Oversee procurement of supplies and equipment related to event production.
- Prepare event marketing materials to include: news releases, website content, print advertising, and promotional literature, as well as preparing print advertising schedules and purchasing ads.
- Perform other related duties as assigned.
- Coordinate the Parks and Recreation departmental/internal events.

OTHER DUTIES AND RESPONSIBILITIES

- Research and recruit performing artists.
- Facilitate Voluntary Advisory Council Meetings.
- Conduct broadcast promotion interviews on Irving Community Television Network (ICTN).

SUPERVISORY RESPONSIBILITIES

Functional and Technical Supervision - Regular responsibility for giving direction and guidance to employees as a lead worker, project manager or internal advisor. As an ongoing part of the position, the employee can expect to supervise approximately 1-10 various employees.

FINANCIAL / BUDGETARY RESPONSIBILITY

Oversee and create Citywide Special Event budget, seek sponsorships, donations, and grant funds.

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- Equivalent to a Bachelor's degree from an accredited college or university with major course work in Public Relations; Marketing; Parks & Recreation Management; Parks, Recreation, and Sport; or, another closely related field.

EXPERIENCE

- At least three (3) years of relevant experience.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate, valid state-issued Driver's license, or the ability to obtain one, is required.

KNOWLEDGE OF

- Communications: Techniques and methods of communication, including alternative ways to inform and entertain via written, oral, and visual media.
- Project Management: How to employ effective techniques to plan events, as well as, prepare work plans to address long term goals and needs for projects.
- Media Relations & Strategy: Processes, techniques, and strategies for obtaining media coverage, which includes strategic planning and measurable tactics to attract visitors to targeted websites and/or social media channels. This includes journalism principles.
- Sales and Marketing: Principles and methods involved in showing, advertising/promoting, and selling services and locations.
- Office Software: Current word processing, presentation, spreadsheet, and database programs used by the City; particularly, the Microsoft Office Suite.

SKILLS AND ABILITIES IN

- **Written and Oral Expression:** Communicating information and ideas in writing, as well as through speech, so others will understand.
- **Budget Management:** Developing plans and budgets; comparing them against actual activity.
- **Project System Ability/Multi-tasking:** Managing multiple complex projects while working with a variety of software packages, tasks, and projects at the same time.
- **Information Organization:** Finding ways to structure and classify pieces of information from multiple sources.
- **Functional Supervision:** motivating, developing, and directing people as they work.
- **Cooperation:** Establishing and maintaining positive working relationships with those contacted in the course of work.
- **Negotiation:** Bringing others together to reconcile differences.
- **Creativity:** Developing innovative ideas and identifying creative angles about a given topic or situation. This includes developing story lines.
- **Interviewing/Media Relations:** Using oral language, social perceptiveness, and reasoning skills simultaneously to conduct and/or field interviews with promotional value.

GUIDANCE RECEIVED

Accepted Methods and Procedures

Broad supervisory direction, seasoned knowledge, accepted methods and procedures, and stated policies guide completion of assignments and decisions made. Makes recommendations to superiors about moderately complex issues and procedural changes.

CONTACTS

Local civic organizations, media contacts, non-profit organizations, Irving ISD and business community.

EQUIPMENT AND PROPERTY

Computer, Camera, Measuring Tools, and other office equipment.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

The employee constantly is required to listen, see, talk, and/or walk. Frequently, s/he is required to carry, drive a vehicle, push, pull, reach, sit, stand, and/or lift up to 10 pounds. Occasionally, s/he is required to climb, grasp, handle, feel, and/or kneel.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

The employee occasionally is exposed to outside weather conditions. The noise level in the work environment is usually moderate.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.