



Events & Communications Coordinator (1508)

FLSA Status: Exempt

Pay Grade: 18

Safety-Sensitive: No

Purpose

The purpose of this classification is to support the Parks and Recreation Division by developing and conducting special events and activities and by promoting the Division's programs, events, and facilities.

Primary Responsibility

Provides excellent service, pursues continuous improvement and exceeds expectations.

Typical Duties

Assists in developing and implementing long- and short-term plans, goals, and objectives for the Parks and Recreation Division: researches, assesses and develops strategies to meet current and future issues and concerns regarding marketing and communications for the division; conducts surveys to identify, assess, and evaluate community need for and interest in division programs; and implements needed changes, modifications and/or enhancements.

Develops and implements all marketing initiatives, public relations activities, and other external communications for the division: designs, writes, and coordinates all promotional materials and activities; promotes division programs, events, and facilities; prepares, creates and publishes press releases, advertisements, email communications, social media plans, brochures, recreation guides and other collateral materials; updates websites; takes/stores updated photos for each program.

Develops, plans, and organizes community special events for all ages; prepares and maintains budget information for event; recruits staff and volunteers to assist in implementation of events; and assists staff in developing events within existing programs.

Develops, implements and updates policies and procedures related to marketing and communications for the Parks and Recreation Division: formulates and develops work methods and practices, policies, standard operating procedures, and training programs; monitors implementation of rules and regulations; and updates policies and procedures as required.

Develops and implements budget for area of assignment: recommends budget allocations for staffing, equipment, and capital improvement outlays; monitors expenditures and revenues to ensure compliance with approved budget; and maintains related documentation.

Responds to media inquiries and questions: provides print and broadcast interviews as needed; manages essential communications activities; and serves as media manager for division events.

Recruits sponsors for division events and programs: determines sponsorship needs; creates and compiles sponsorship information and levels; prepares brochure, commitment forms, website, etc.; identifies and solicits potential sponsors; meets with businesses and industries; and maintains related documentation.

Provides general oversight and advice regarding marketing and communications issues for the division: coordinates with supervisors regarding marketing plans for individual programs; receives and processes material and information; appraises Recreation Director of issues, problems, and opportunities relating to marketing and communications; advises and counsels division staff regarding media relations and interviews; and ensures compliance with applicable laws, rules, regulations, standards, policies and procedures.

Represents the division at meetings, committees, and other functions: attends festivals, career fairs, community events, and civic organizations; provides information and answers questions regarding division events, programs and facilities; and coordinates the distribution of promotional materials.

Provides routine Information Technology support for area of assignment: provides training, troubleshooting, and assistance for assigned software and programs; coordinates with vendor regarding problems, errors, and issues; identifies technology needs; and assists with technology purchases and implementation.

Performs other related duties as required.

While the incumbent's decisions and recommendations may be subject to review and approval, the position will require the exercise of significant discretion and independent judgment in carrying out its duties. Consequently, the incumbent's daily activities will not be subject to close supervision or monitoring, and the assigned employee is expected to work independently to a large degree.

Minimum Qualifications

Bachelor's Degree in Marketing, Communications or a related field is required; supplemented by one year of experience in marketing, communications, public relations or related field; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Specific License or Certification Required: Must have a valid Georgia driver's license.

Performance Aptitudes

Data Utilization: Requires the ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.

Human Interaction: Requires the ability to act as a first-line supervisor, including instructing, assigning and reviewing work, maintaining standards, coordinating activities, and evaluating employee job performance.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

ADA Compliance

In compliance with the Americans with Disabilities Act (ADA), the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

DISCLAIMER: This job description is not an employment agreement or contract. Management has the exclusive right to make changes at any time without notice.

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