

Jurisdictional Class: Competitive  
Adopted: April 5, 1991  
Revised: January 21, 2016

**PROMOTIONS AND SPECIAL EVENTS COORDINATOR**

**DISTINGUISHING FEATURES OF THE CLASS:** The work involves responsibility for creating and promoting programs, services, activities, and public events designed to promote tourism and public awareness for a municipality. The position is also responsible for creating, maintaining, and updating various forms of social media including agency website, Facebook, Twitter, etc. as well as various communication channels such as e-mail blasts, apps., e-newsletters, text message alerts, automated phone call services, etc. An employee in this position encourages the efforts of public and private organizations to publicize the facilities and attractions of the municipality. The incumbent also solicits outside promoters and assists in the arrangement of events. Work is performed under the general supervision of the Director of Community Development with leeway allowed for the exercise of independent judgment in carrying out the details of the work in accordance with established policies and procedures. Supervision may be exercised over assigned staff, interns, volunteers, and outside vendors that work at special events. The incumbent does related work as required.

**TYPICAL WORK ACTIVITIES:** (Illustrative only)

- Assists in creating and promoting programs, services, activities, and public events designed to promote tourism and public awareness of the municipality;
- Develops, implements, and coordinates events and programs designed to effectively promote the municipality in terms of becoming an attractive and sustainable location for residents and tourists;
- Creates, implements, and coordinates a public relations program designed to effectively communicate with the public, other agencies and municipalities, public officials, industry and commerce representatives, citizen groups, etc., and proactively addresses communication strategies;
- Coordinates the development and distribution of information to the community regarding activities, programs, services, special events, current issues, policies, procedures, and major public initiatives, and implements promotional and advertising campaigns;
- Writes, reviews, and edits related material submitted for publication and/or presentation and makes recommendations for changes when necessary;
- Maintains open lines of communication with all community organizations and departments and provides prompt responses to requests for public information regarding the municipality;
- Works with municipality department heads and officials to effectively coordinate and facilitate the activities and tasks related to special events;
- Prepares budgets and periodic progress reports to supervisors of events including financial reports and detailed event expense budgets;
- Oversees and ensures the safe, efficient, and smooth day-of-event coordination;
- Under supervision and review, negotiates, drafts, and administers contracts pertaining to special events;
- Attends and addresses meetings conducted by clubs, civil groups, and government officials involved with the work of the municipality and maintains close contact with others in public relations areas to further promote the work of the municipality;
- Creates, maintains, and updates various forms of social media including website, Facebook, Twitter, etc.;
- Establishes various communication channels to enhance the connection between the public and the municipality utilizing e-mail blasts, apps., e-newsletters, text message alerts, automated phone call services, etc.;
- Receives, responds, and assesses public reaction to the policies, services, and activities of the municipality;
- May supervise the work of others, may recruit, train, and supervise event interns and volunteers.

## Promotions and Special Events Coordinator

### **FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:**

Good knowledge of the practices and techniques of promotion, advertising, and public relations;  
Good knowledge of event planning and program management;  
Knowledge of social networking and ability to utilize media sources for promotional purposes;  
Ability to communicate effectively in writing, verbally, and using multiple media sources;  
Ability to effectively plan, schedule, oversee, and coordinate special events, promotions, parades, celebrations, programs, etc.;  
Ability to establish and maintain good working relations with organizations, promoters, groups, businesses, individuals, and the public;  
Ability to organize, supervise and coordinate the work of assigned staff, interns, volunteers, and outside vendors Before, during, and after special events, etc.;  
Ability to prepare budgets and periodic progress reports of events including financial reports and detailed event expense budgets;  
Ability to assess the effectiveness of programs, events, media sources, etc. and to recommend changes that will enhance the municipality;  
Sound professional judgment.

### **MINIMUM QUALIFICATIONS:** Either:

- (a) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in Public Relations, Journalism, Communications, Marketing, Event Planning, Advertising and Promotions, or related field; or
- (b) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree and two (2) years of experience in tourism, marketing, public relations, event planning, advertising, communications, or journalism; or
- (c) An equivalent combination of training and experience as defined by the limits of (a) and (b) above.

**SPECIAL REQUIREMENTS:** Certain assignments made to employees in this class will require reasonable access to transportation to meet field work requirements made in the ordinary course of business in a timely and efficient manner.