

Job Description

Human Resource Use Only	
Position Number:	
Step/Grade	
Effective Date:	

POSITION IDENTIFICATION

Position Title:	Media and Special Events Coordinator
Department:	Department of Tourism
Division:	
Status:	Full Time Non-Exempt
Workweek:	Monday through Friday 8:00 am – 5:00 pm, regular evening or weekend hours required during peak tourism and event season

SUPERVISORY RELATIONSHIPS

Reports to:	Director of Tourism
Directly Supervises:	N/A

POSITION PURPOSE

This position will be responsible for implementing the media strategy for the Department of Tourism and manages the permitting function and master calendar for all City special events. Accountable to meet high expectations from event organizers, the public, and the Mayor’s Office. Works with independence and discretion under supervision of the Director of Tourism and Sales Manager. This position works varied hours including weekends, evenings, and holidays as required by event schedules.

ESSENTIAL DUTIES

- Manage planning and implementation of all special events, such as scheduling, fees and charges, venue coordination, logistics, operational concerns, and stakeholder communication;
- Update destination marketing website and mobile app on a regular basis; implement social media strategy to align with department goals; oversee tourism social media accounts;
- Promote City-sponsored special events;
- Chair the City’s Special Event Review Committee comprised of multiple City departments and conduct planning meetings with special event organizers; determine fees and charges for events; maintain master calendar for special events;
- Develop and recommend City policy updates pertaining to special events;
- Collaborate with Finance Department to prepare invoices and supporting documentation, bill events and advertising charges, and ensure payments are collected;
- Identify and anticipate the needs of events, and provide on-site monitoring including setup and take-down as needed;
- Coordinate photography of City of Manitowoc events to create a large media database for use in tourism promotion and development;
- Maintain a database of vendors and event contacts; recruit and schedule performers, participants, vendors, and sponsors for City events;
- Determine staffing needs and work schedules for staff and volunteers necessary to implement events, and provide applicable orientation, training, and waivers to volunteers;
- Collaborate with stakeholders to brand upcoming events;
- Assist with the design and production of promotional material including brochures and signage; distribute media kits and press releases created;
- Monitor search engine optimization and web traffic metrics and report out to Director of Tourism;
- Assist Destination Marketing Manager with scheduling and convention booking;

- Process accounts payable for Department of Tourism;
- Other job duties as assigned.

OTHER DUTIES

Attend other meetings and perform other duties as assigned.

MINIMUM POSITION QUALIFICATIONS

Education	Bachelor’s Degree in Public Relations, Parks and Recreation, Marketing, Hospitality/Tourism Management, or related field; or at least 4 years progressively responsible experience in venue, event or hospitality management, or an equivalent combination of education and/or experience.
Experience:	At least 4 years progressively responsible experience in venue, event or hospitality management, or an equivalent combination of education and/or experience. Must possess advanced proficiency in computer applications used by the City, including Microsoft Office Suite, Adobe PDF Pro, Adobe, Canva; experience with template-based website systems like CivicEngage is helpful but not required.
Certifications/Licenses:	Valid Driver’s License required
Other Requirements:	In this position, it is necessary that the hours and days of the week be flexible. Working evenings, weekends, and holidays are occasionally required. Travel and attendance at city, regional or state meetings, conferences, and events is required.

KNOWLEDGE, SKILLS, & ABILITIES

Working knowledge of event planning and coordination; project management and implementation; skilled with sound organizational, negotiation, conflict management, and governmental operations techniques; proficient skills in word processing, spreadsheets, databases, email, and presentation software; must have effective time management skills; must have significant graphic design skills using programs like Canva and various Adobe products; must have emotional intelligence, a solid work ethic, accountability, and initiative to effectively perform position duties; must be highly motivated, creative, personable; must have web experience, social media experience, and digital/print marketing experience; ability to work under pressure and make decisions using sound judgement; high degree of customer service skills; ability to attend to administrative details of several special event projects simultaneously; possess good interpersonal skills, be team oriented, and able to establish and maintain effective working relationships with co-workers, other city employees, and the public; skilled at meeting deadlines, managing multiple priorities, and effectively resolving challenging interpersonal relations; skilled at utilizing various media outlets to inform the public of upcoming events; knowledge of operational characteristics, services, and activities of municipal government functions; some knowledge of laws, ordinances, rules and regulations affecting the City, including public discourse laws; ability to act with political awareness and tact; ability to promptly respond to requests and inquiries from the general public, other governmental entities, internal staff, and businesses; and ability to foster an environment that embraces trust and respect with a demonstrated ability to promote innovation, operational excellence, and continuous improvement.

BACKGROUND CHECKS

Condition of Employment

PHYSICAL DEMANDS

The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Manual Dexterity:	While performing the duties of this job, the employee is regularly required to coordinate hands, eyes, feet and limbs in performing semi-skilled movements such as operation of a computer keyboard, telephone, and calculator equipment.
Physical Effort:	The employee is occasionally required to exert light to medium physical effort in sedentary and light to medium work involving lifting, carrying, pushing, walking, standing, reaching with hands and arms, climbing, balancing, stooping, kneeling, crouching or crawling. The employee must regularly lift and/or move up to 20 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required include close vision, distant vision and ability to adjust focus.
Working Conditions:	The noise level in the work environment is moderately quiet. Work is normally indoors with controlled climate conditions. Work will require mobility during special events and conferences. Employee may be required to be outdoors for extended periods of time, and therefore subject to varying weather conditions for purposes of accomplishing the essential functions of the job.

This position description has been prepared to define the general duties of the position, provide examples of work and to detail the required knowledge, skills and abilities as well as the acceptable experience and training for the position. The description is not intended to limit or modify the right of any supervisor to assign, direct, and control the duties of employees under supervision. The City of Manitowoc retains and reserves any and all rights to change, modify, amend, add to or delete from any portion of this description in its sole judgment.

This job description is not a contract for employment.

The City of Manitowoc is an equal opportunity employer, in compliance with the Americans with Disabilities Act. The City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.