

ROWAN COUNTY HUMAN RESOURCES

JOB DESCRIPTION

Job Title : Special Events Manager
Department: Parks & Recreation
Revised : October 2015

Class : Paraprofessional
FLSA: Non-exempt

This job description supersedes any prior description for the Special Events Manager classification.

GENERAL DESCRIPTION

Paraprofessional work with responsibility for monitoring and advertising a variety of indoor and outdoor events planned by the general public as well as managing all events at the West End Plaza. Responsibility includes supervision of seasonal staff. Work is under the general supervision of the Parks & Recreation Director, and is reviewed through observation and periodic conferences.

ESSENTIAL JOB FUNCTIONS (Any one position may not include all of the duties listed, nor do the listed examples include all tasks which may be found in positions of this class.)

Meets with interested clients on hosting events at the West End Plaza; coordinates with hosts and catering firms; and obtains security for events through the Sheriff's department.

Supervises part-time and seasonal staff who operate the concession stand, miniature golf, paddleboats, train station, splash pad, and carousel; creates weekly schedules, trains staff in the performance of their duties, and sets and enforces rules. Prepares and maintains sign-in and sign-out sheets for staff.

Interviews, hires, and terminates staff supervised.

Prepares concession stands for daily operation; checks equipment and supplies; closes out cash registers daily.

Maintains inventory of merchandise sold in the concession stand and train station.

Assists companies and schools booking picnics and special events at the Park. Designs a package that best suits their needs including deciding on which shelter is best for their use and what activities and programs they would like to have. Ensures the company or school has all the required insurance forms necessary for their event.

Designs newspaper and magazine ads and determines their run date. Works with the local cable carrier and several other television and radio stations producing commercials. Works on postcards, brochures, and any other advertising materials for the Park.

Designs the yearly schedule of events for the whole park. Directs special events occurring at the Park including fishing tournaments, Easter Egg Hunt, Water Day, etc. which involves ordering all supplies, staffing for the event, and event set up.

Raises money for special events by contacting local companies and selling sponsorships to them.

Maintains concession area and restrooms in neat, clean order.

Maintains order and enforces regulations in the park.

Job Title: Special Events Manager

Page : 2

OTHER JOB FUNCTIONS

Prepares and maintains a variety of records and reports.

Performs related duties as required.

Management reserves the right to add or amend duties at any time.

KNOWLEDGE, SKILLS, AND ABILITIES

Considerable knowledge of park operations and events planning.

Considerable knowledge of departmental rules and regulations.

Considerable knowledge of concession stand operations.

Ability to communicate effectively orally and in writing with the public as well as fellow employees.

Artistic ability for the creation of visual aids, posters, brochures, and advertisements.

Ability to effectively communicate with members of the news media.

Ability to add, subtract, multiply and divide; ability to keep accurate records of cash transactions.

Ability to supervise a staff of seasonal employees.

PHYSICAL REQUIREMENTS

Work may include sitting, walking, bending, stooping, and lifting weights of approximately 35 lbs or less unassisted and weights over 35 lbs with assistance. Work may include both indoor and outdoor activity where employee is exposed to elements of nature: cold, hot, rain, snow, sleet, ice, etc. Employee must be able to maneuver in tight places such as the crawl space under a building, climb ladders, step over obstacles, step on and off machinery, etc. Work may include operation of a motor vehicle. Employee may be exposed to hazardous materials.

EXPOSURE CONTROL

Work activity does not entail predictable or unpredictable exposure to blood or body fluids.

MINIMUM EXPERIENCE AND TRAINING

Bachelor's Degree from an accredited college or university in Business Administration, Marketing, Advertising, Recreation or related area, two years experience in event planning or marketing, and one year of supervisory experience; or an equivalent combination of education and experience. A valid driver's license is required.

**This job description does not create an employment contract,
implied or otherwise.**