



SPECIAL EVENTS PRODUCTION COORDINATOR

DEFINITION

Under general supervision, coordinates, plans, and organizes the onsite activities for City-sponsored special events and concerts; compiles lists of potential sponsors for events; contacts potential sponsors to solicit monies and participation; coordinates the sponsors promotion during events; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from a Recreation Supervisor. Exercises technical and functional direction over other part-time staff and volunteers.

CLASS CHARACTERISTICS

This is a part-time classification responsible for coordinating and managing the onsite activities for City sponsored events.

ESSENTIAL DUTIES

Duties may include, but are not limited to the following:

- Coordinates onsite event operations including set-up and takedown; assigns tasks to other part-time staff throughout event; purchases supplies as needed.
- Establishes and maintains relationships with event supporters to procure event sponsorship funds from various businesses, corporations, and foundations; describes event type and need for sponsorship; proposes benefits of becoming a sponsor through in-person or other meetings; prepares request for sponsorship proposals; implements sponsorship strategies to maximize revenues.
- Communicates via phone or in-person meeting with special event vendors and entertainment providers to negotiate and procure their services and coordinate event logistics.
- Collects logos and other information from sponsors for marketing materials; encourages sponsors to utilize sponsor benefits.
- Assists with pre-planning, coordinating, and implementing special events; provides input to supervisory and management staff on potential city-sponsored events.
- Prepares correspondence to send to sponsors such as proposals, thank-you letters, event surveys, and event outcome reports.
- Prepares internal sponsorship reports to document sponsorship details.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Basic principles and practices of organizing groups, programs, and services for special events.
- Basic principles and practices of sponsorship solicitation.
- Methods, techniques, procedures, and service delivery needs related to special event coordination.
- Modern office practices, methods, and computer equipment.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Techniques for providing a high level of customer service.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and programs, projects, and task coordination.
- Computers and software programs (e.g., Microsoft software packages) to conduct, compile, and/or generate documentation.

Ability to:

- Establish and maintain relationships with potential and current sponsors.
- Plan, schedule, assign, and oversee the activities of assigned staff.
- Prepare clear, concise, and competent reports, correspondence, and other written material.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience

A combination of education and experience which would provide the required knowledge and abilities is qualifying. Note: education may not fully substitute for the required experience unless expressly stated herein.

Equivalent to graduation from high school;

AND

One (1) year of professional experience planning or coordinating special events or recreation activities.

Licenses and Certifications

- Possession of, or ability to obtain and maintain, a valid California Class C Driver License and a satisfactory driving record is required. Individuals who do not meet this requirement due to a disability will be reviewed on a case-by-case basis.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; the ability to operate a motor vehicle to visit various City sites and attend off-site meetings; vision to read printed material and view a computer screen; hearing and speech to communicate in person, before groups, and over the telephone; strength, stamina, and mobility to traverse uneven terrain, including climbing ladders, stairs, and other temporary or construction access points; finger dexterity to operate standard office equipment and access, enter, and retrieve data using a computer keyboard or calculator; and the ability to occasionally lift, carry, push, and pull materials and objects up to 30 pounds to perform the required job functions. Reasonable accommodations will be made for individuals on a case-by-case basis.

ENVIRONMENTAL CONDITIONS

Employees primarily work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may also work in the field and occasionally be exposed to loud noise levels, cold and hot temperatures, inclement weather conditions, road hazards, vibrations, mechanical and/or electrical hazards, and hazardous chemical substances and fumes. Employees may interact with upset individuals in interpreting and enforcing departmental policies and procedures.

WORKING CONDITIONS

Employees may be required to work evenings, weekends, and holidays, as well as participate in afterhours on-call assignments.

All City of Rocklin employees are designated as Emergency Service Workers during a proclaimed emergency and may be required to perform certain emergency services at the direction of the department and/or City.

This class specification should not be construed to imply that these requirements are the exclusive standards of each position as not all duties are necessarily performed by each incumbent.

Adopted	August 2022
Revised	
FLSA	Non-Exempt
Salary Schedule	Part-time