



Job Title: Special Events and Marketing Specialist

Category: Part-time (20 - 28 hours per week)

Shift: M - F, Standard business hours; nights, holidays, and weekends as needed

FLSA Status: Non-exempt

Hiring Range: \$16.41 - \$19.32/hour

Summary

Under the direct supervision of the Marketing and Communications Manager, the Special Events and Marketing Specialist will plan and execute special events and provide support for various marketing functions. The ideal candidate will possess exceptional project management, communication and writing skills, is highly dependable, and thrives in a fast-paced environment.

Essential Job Functions

Persons hired in this position must be able to perform all the essential tasks required. The following statements are illustrative of the essential functions of the job and do not include other nonessential or peripheral duties that may be required. Carbon Valley Parks and Recreation District retains the right to modify or change the duties or essential tasks and additional functions of the job at any time. Examples of duties are not intended to be all-inclusive or restrictive.

- Develop, implement, and supervise special events. Duties include obtaining permits; recruiting and managing volunteers; creating logistical schedules; obtaining bids; managing vendors, sponsors, and contracts; purchasing and organizing supplies; securing donations; event set-up and tear-down; and other duties as assigned.
- Manage the District's attendance at community events.
- Assist the Marketing and Communications manager with writing, designing, and proofing materials such as activity guides, press releases, newsletters, calendars, flyers, press releases, reports, the website, and other marketing materials.
- Provide administrative support to the Marketing and Communications Manager by performing general clerical and project-based work such as photocopying, faxing, mailing, stuffing bags, running errands, and filing.
- Act as the backup social media manager during supervisor's absence.
- Communicate openly and effectively with supervisor, co-workers, staff, patrons, participants, volunteers, and community members.

Competencies:

To perform the job successfully, an individual should demonstrate the following competencies:

- **Problem Solving** - Identify and resolve problems in a timely manner; gather and analyze information skillfully; develop alternate solutions; work independently as well as collaboratively to achieve District and department goals.
- **Customer Service** - Excellent customer service skills are required. Manage difficult or emotional customer situations; respond promptly to customer needs; solicit customer feedback to improve service; respond to requests for service and assistance.

- **Communication** - Communicate clearly and present ideas concisely, both orally and in writing; demonstrate accuracy and thoroughness.
- **Quality Management** - Ability to multi-task, meet tight deadlines, follow detailed instructions, and handle multiple projects at a time.
- **Innovation** - Display original thinking and creativity; meet challenges with resourcefulness; generate suggestions for improvement; develop innovative approaches and ideas.
- **Professionalism:** Treat others with respect; accept responsibility for actions; follow through on commitments; react well under pressure; work independently as well as part of a team; establish and maintain working relationships with government officials, vendors, and the public; project a professional company image through in-person and phone interactions.
- **Safety and Security** - Follow safety and security procedures; report unsafe conditions; use equipment and materials properly; use independent, sound judgement to react quickly and appropriately in emergency situations.

Knowledge, Skills and Abilities:

- Proficiency in Microsoft Suite programs including Word, Excel, Word, Outlook, and PowerPoint
- Excellent writing and spelling skills as well as a solid understanding of grammar are essential to the role
- Knowledge of special events, desktop publishing, and best marketing practices

Required Qualifications

- Must be 18 years of age or older
- Must have a valid driver's license with satisfactory driving record of no more than one moving violation in the past 12 months.
- Must be able to pass a thorough background investigation.
- Must have basic CPR/AED and first aid certification or be able to obtain within 90 days of hire date.
- Ability to lift up to 40 pounds and work outdoors in various weather conditions.
- Must be available to work days and some nights, weekends, and holidays as well as extended hours leading up to and during special events.

Preferred Qualifications:

- Bachelor's degree (B. A.) from four-year college or university; or four years related experience and/or training; or equivalent combination of education and experience.
- Proficient in Adobe Creative Suite; possess the ability to create eye-catching marketing materials
- Knowledge of recreation-related events such as races, festivals, craft fairs, and more

Job Location and Physical Requirements

Primarily sedentary work at a computer in an office however some duties are performed at the recreation center and indoor and outdoor event locations with minimal supervision and in adverse weather conditions. The position requires lifting up to 40 pounds, standing for long periods, walking long distances, and the physical ability to set up tents, tables, and various event equipment. This employee will occasionally need to utilize a CVPRD fleet vehicle or their personal vehicle to attend meetings, run errands, attend off-site events, and transport equipment and supplies.

This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job. Applicants must, as a condition of employment, pass the following pre-offer and post-offer/hire processes: interview, reference checks, background checks that may include, local police check and, driving check through DMV.