



## Job Description

**Title:** Event Coordinator

**Pay Range:** \$10.00 - \$16.00/hour

**FLSA Status:** Full Time, Non-Exempt (Nte 40 hrs/week without authorization)

**Department:** Marketing

**Reports to:** Marketing Director

**Date:** August 2010

**Benefits:** After introductory period; flex time, make up time, vacation time, holiday pay, 401K with match potential, medical and dental insurance, flexible spending account.

**Supervisory:** Oversight of DSA staff, volunteers and contractors.

**Job Summary:** Event Coordinator is responsible for all aspects of development and production of DSA special events and support of events hosted within the Downtown Stockton Property Based Improvement District. Events include but are not limited to weekly Farmers' Market, monthly Art Walk/2<sup>nd</sup> Fridays, Pub CRAWLs, Taste of San Joaquin, Stocktoberfest, holiday events and promotions and merchant promotions. Duties include budget development and oversight, recruitment of vendors, artists, performers and volunteers, on-site event and staff supervision, post event reporting and identification of income-generating opportunities. In addition, coordinator provides daily office support, including management of databases and mass mailings.

### **Duties and Responsibilities:**

- Design and execute an annual event calendar that attracts visitors to Downtown Stockton, ensures an exciting and safe visitor experience, establishes Downtown Stockton as a place to Celebrate and builds business for our stakeholders.
- Using the Event Worksheet, track and implement all event logistics including but not limited to permits, insurance, volunteers, vendors, entertainers, community meetings, accessibility of facility, sponsorship benefits, ticketing and staffing plan.
- Respond to emails and information requests within two business days. Represent the Downtown Stockton Alliance as needed in community meetings and develop partnerships with outside agencies/companies to increase the number of events in Downtown Stockton.
- Under the direction of the Marketing Director, participate in district marketing strategy including design and development of ads, print materials, media campaigns, community presentations and writing articles in The Downtowner.
- Manage event budget and ensure income goals are met or exceeded and expenditures do not exceed income.
- Maintain an accurate and updated inventory of event supplies.
- Coordinate with contractors, Ambassador and Maintenance Coordinators to complete all event logistics, set up, clean up and facility security.
- Other duties as assigned.

### **Knowledge, Skills and Abilities:**

- Extremely motivated / self directed with the ability to establish priorities, work independently complete objectives and provide the highest-quality customer service at all times
- Experience effectively interacting with a wide variety of people with strong negotiation and conflict resolution skills

- Ability to communicate clearly with and act as the supervisor of volunteers, staff and media
- Knowledge of modern business communication, including letters, memoranda, minutes, reports and e-mail
- Consistent use of proper grammar, spelling punctuation and proof reading
- Skilled in use of personal computer and various software packages, Word, Excel and Outlook, knowledge of social media programs a plus (Facebook, YouTube, and Twitter)

**Credentials and Experience:**

- Bachelor degree in Marketing, Tourism, Urban Planning or Communication preferred. High School diploma, GED or equivalency required.
- Related experience in event organization, marketing and communication preferred
- Valid Driver's License
- First Aid and CPR certification a plus, this can be provided on the job as well

**Physical Requirements and Working Conditions:**

- Work involves sitting, walking and lifting up to 25 pounds
- Requires close visual acuity
- Normal office environment and supervision of events, outside in a variety of weather conditions
- Hours vary from the standard 8am – 5pm day, Monday – Friday week and include some evening and weekend hours