

**CITY OF GLENDALE**

<b>TITLE: Special Events Program Manager</b>	<b>CLASS CODE: 459</b>
<b>REPORTS TO: Assistant Communications Director</b>	<b>GRADE: 27</b>
<b>DEPARTMENT: Communications</b>	<b>FLSA: E</b>
<b>JOB SPECIFICATION DATE: July 1, 2005 bwg</b>	

**JOB SUMMARY:**

Plans, organizes, manages and evaluates the activities, budget, facilities and equipment, staff, contractors and volunteers for Glendale's Special Events.

**ESSENTIAL FUNCTIONS:**

1. Manages the production of major outdoor special events and festivals including negotiating, administering and approving expenditures and contracts.
2. Recommends, develops and implements short- and long-term goals and objectives for the City's special event and festival program; researches and develops new funding and revenue sources
3. Manages the marketing/promotion of major special events and festivals that may include public relations, advertising and direct marketing
4. Manages the production and promotion of signature special events and of city-sponsored and community events at the Glendale Arena and Cardinals Stadium.
5. Generates partnerships to support and supplement the marketing/promotion of major special events and festivals by identifying potential partners, establishing and building relationships, making presentations, entering agreements and fulfilling obligations
6. Develops an annual budget, prepares event budgets and maintains control of division's revenues and expenditures.
7. Gathers public input through meetings, surveys and other methods when designing new and evaluating existing major events and festivals; Confers with citizens, downtown merchants, city departments, outside agencies, elected officials, and other groups about the design, planning, production and promotion of major outdoor special events and festivals
8. Oversees the compliance with all applicable laws, policies, procedures, rules and regulations including those set forth by the City, State, County Health Department and State Liquor Board
9. Oversees the permitting and regulation of outside organizations and promoters producing events or conducting film shoots on City right-of-way or City property.
10. Creates, plans and implements official functions of the Mayor and Council

**SECONDARY FUNCTIONS:**

11. Assists supervisors as assigned

## **KNOWLEDGE, SKILLS, ABILITIES:**

### **Knowledge of:**

- Principles, practices and duties of special event and festival management
- Research methodologies and management of research-based data
- Principles of marketing, advertising and public relations.
- Principles of budget administration
- Modern sponsorship concepts
- City policy and procedures, ordinances and fire/life safety codes
- Issues and ethics of care, protection and accessibility as related to the Americans with Disabilities Act

### **Skill in:**

- Negotiating contracts with vendors, entertainers, event producers and equipment suppliers
- Selling corporate and media sponsorships
- Computer operation and applicable software

### **Ability to:**

- Form and implement a strategic mission, vision and goals for the City's special event/festival program
- Communicate effectively verbally and in writing
- Investigate and resolve citizen complaints or problems
- Establish and maintain effective working relationships with employees, officials, contractors, volunteers, sponsors, media and the public
- Plan, direct and evaluate the work of employees, volunteers and contractors
- Develop, maintain and adhere to a budget for event production

## **WORKING CONDITIONS:**

Primarily an office setting with extensive fieldwork during event production that will require working in and around crowds, extensive standing, walking, lifting and/or climbing as well as exposure to weather conditions, loud music and other noises. A flexible schedule often involving evening, weekend and holiday work is required.

## **MINIMUM REQUIREMENTS:**

Bachelor's Degree in tourism/recreation administration, marketing, business or related field with a specialization in event/festival management preferred. Four years of experience in the recreation, tourism or marketing field including event/festival or public assembly activities experience and two years of supervisory experience.

Any equivalent combination of training and experience, which provides the required knowledge, skills and abilities, is qualifying.

## **SPECIAL REQUIREMENTS:**

Valid Arizona's Driver License