

MARKETING COMMUNICATIONS & EVENTS SPECIALIST

Department: Event Center/4A
Title: Marketing Communications & Events Specialist
Classification: Salary
Supervisor: City Manager

Position Summary:

The Marketing Communications & Events Specialist is responsible for marketing the event center and will oversee the Events Services Department, ensuring all events are facilitated in an efficient manner. Direct, manage and coordinate the activities and operations of Event Services functions. Maintain the highest quality service program to assure the success of each and every event. The Marketing Communications & Events Specialist provides highly responsible staff assistance to the City Manager.

Essential Duties and Responsibilities:

The job description does not constitute an employment agreement and is subject to change at any time by the employer. Essential duties and responsibilities may include but are not limited to, the following:

- Responsible for creating, implementing and measuring the success of:
 - ◆ A comprehensive marketing, communications and public relations program that will enhance the organization's image and position within the marketplace and the general public, and facilitate internal and external communications; and
 - ◆ All organization marketing, communications and public relations activities and materials including publications, media relations, client acquisition and so forth.
- Leads projects as assigned, such as cause-related marketing and special events
- Develop short- and long-term plans and budgets for the marketing/communications program and its activities, monitor progress, assure adherence and evaluate performance
- Recommend short- and long-term goals and objectives to the City Manager

- Establish client base of organizations, associations, social groups, and corporate businesses
- Direct, coordinate and oversee the activities of employees engaged in providing event coordination
- Establish and maintain records, including event calendars, event booking contracts, and payment records, for all activities and events at center.
- Maintain updated group statistics and prepare monthly reports
- Responsible for coordinating and negotiating both local and outer market events
- Inspect facilities to ensure they are being maintained properly for events
- Be familiar with Floresville's history, hotels, restaurants, etc.
- Promoting the organization's values, vision and direction
- Perform other duties as required

Qualifications:

- Bachelor's degree from an accredited college or university with major coursework in Tourism, Marketing, Hospitality Management
- 3–5 years of successful experience in a municipality, convention and visitors bureau, sales, public relations, and marketing experience
- Tax Code 351 – Hotel Occupancy Tax Revenue Usage
- Sales and Marketing principles and methods involved in showing, promoting, and selling services
- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications, and public relations activities
- Strong creative, strategic, analytical, organizational and personal sales skills
- Experience developing and managing budgets
- Excellent customer service skills and the ability to resolve customer concerns expeditiously and independently.
- Public Speaking and presentations
- Building and maintaining effective working relationships
- Must have excellent written/verbal communication skills
- Computer literate; proficient in Microsoft Outlook, Microsoft Word and other computer programs
- Ability to perform all administrative functions associated with scheduling, planning and executing events
- Ability to manage multiple projects at a time
- Out-of town, overnight travel may be required

- Ability to work a flexible schedule, including nights, and weekends

Licenses and Certification Requirements:

- TABC certified or willing to obtain TABC certification
- Valid Class C Texas driver's license

Physical Demands and Working Environment:

- Standing, sitting, walking, lifting, carrying, pushing, pulling, reaching, handling, fine dexterity, kneeling, crouching, crawling, bending, twisting, climbing, balancing, vision, hearing, talking, use of foot controls.