

TOWN OF JONESBOROUGH
SPECIAL EVENTS COORDINATOR

GENERAL DESCRIPTION:

Initiates and follows through in the planning, organization and implementation of Town events and programs for the Historic Jonesborough Visitors Center and Department of Tourism. Works under the direct supervision of the Tourism & Main Street Director.

ESSENTIAL FUNCTIONS OF JOB:

- The primary responsibility is to provide leadership in undertaking all Jonesborough sponsored events like Jonesborough Days, the 4-week Christmas in Olde Jonesborough series, Music on the Square, etc. Duties include chairing event planning committees, delegating work tasks, establishing budgets, using the Jonesborough Event/Activity Planning Guide, monitoring progress, and conducting evaluations;
- Works to create strong partnerships with Town Departments and outside organizations, such as JAMSA, Heritage Alliance, Garden Gala, etc.;
- Provides assistance and leadership to Town Departments and outside organizations regarding events;
- Understands conditions and regulations governing various programs and projects, including important milestones and reporting schedules;
- Participates in meetings necessary to carry out various projects and activities;
- Assist in obtaining regulatory approvals necessary to undertake projects and activities;
- Works with consultants needed for technical considerations in projects and activities;
- Helps sequence work, obtain supplies, organize manpower and schedule assistance with projects and activities;
- Helps develop marketing plans and create marketing collateral;
- Takes a leadership role with event-related marketing efforts;
- Keeps accurate records of activities, meetings, contacts, etc.;
- Provide administrative staff with forms, expectations, and documentation necessary to keep accurate accounting of financial activity related to projects and activities assigned;
- Develops strategies to overcome roadblocks to accomplishing work tasks.
- Communicates with the various parties participating in projects and activities keeping them informed of schedules and milestones;
- Sends reports and updates as required to funding agencies, and communicate funding deadlines and documentation requirements to administrative staff.
- Assists in communicating with residents through various media about various projects and activities;

- Attends workshops, conferences, etc. that facilitate obtaining the knowledge and education necessary to obtain grant assistance and initiate projects that achieve the goals of the Town;
- Evaluates implementation of activities and the process used to undertake work tasks, and makes suggestions for a more efficient operation;
- Build and maintain relationships through networking, track and implement promotional opportunities;
- Assists Tourism & Main Street Director with all tourism related activities and events in town; such as FAM/Writer Tours, Group Tours, etc.;
- Assists with the towns ticket-selling activities through our ticketing software for various departments and events in town.
- Participates in media interviews;
- Performs related tasks as required.

Required Knowledge, Skills and Abilities:

Strong knowledge of computers and specific software/media packages necessary for the job and the ability to share knowledge or train fellow staff members. Ability to establish and maintain an effective working relationship with the general public, town departments and fellow employees; General public relation skills; Strong knowledge of organization and ability to multi-task; Self-motivated individual; Effective oral and written communication skills; General marketing and promotional skills; Ability to operate sound, lighting, audiovisual, photographic and office equipment. Sensitivity to the historical nature of Jonesborough and the importance of history to the growth and development of Jonesborough. Ability to work weekend and evenings if necessary. Must possess valid Tennessee Drivers License.

Acceptable Experience and Training:

Must possess a high school diploma or GED; graduation from an accredited college or university with a degree in communications, public or community relations work; recreation administration, marketing or related field with an equivalent combination of five years minimum experience preferred, or any equivalent combination of experience and training with provides the required knowledge, skills and abilities.

Other Requisites:

From time to time the incumbent may be assigned special duties by a superior or, on a temporary basis, may be asked to assist other employees occupying a different position. Employees in this class may be required to work overtime, weekends, holidays and may be in an on-call status from time to time. This job description should not be construed as an all-inclusive statement of every task required of this position, but as a fair representation of the great majority of the work. Every effort will be made in advance to inform the incumbent of the temporary additional assignments, which under no circumstances are intended to constitute a demotion.