



CLASS SPECIFICATION

Class Title: Tourism Event Coordinator
Department: CED/Tourism
FLSA: Non-exempt

Class Code: 7786
Grade: 19
Eff. Date: 02/19/2009
Revised: 02/09/2022

GENERAL PURPOSE

Under general guidance and direction of the Tourism Events Manager, performs a variety of duties in planning and coordinating activities related to the annual Antelope by Moonlight Bike Ride, Great Salt Lake Bird Festival and other tourism related events.

EXAMPLE OF DUTIES

Assists with planning and organizing events for Discover Davis year round. Primarily responsible for the main annual events which include the Great Salt Lake Bird Festival, Antelope by Moonlight Bike Ride, and the Davis Heritage Festival. Assist with additional events sponsored by Discover Davis throughout the year as requested. Schedules and coordinates events, activities, and entertainment appropriate for a community celebration including, but not limited to, workshops, concerts, contests, vendor booths, etc. Schedules appropriate facilities; determines space, equipment, and labor requirements for proposed activities; provides for and coordinates specialized labor and/or equipment needs when necessary. Coordinates rental equipment and transportation needs for events.

Collaborates with multiple County departments. Assists with Great Salt Lake Bird Festival Committee and Davis Heritage Festival Committee and coordinates various activities with appropriate committee members. Attends other community celebrations, fairs, festivals, and similar events to promote Discover Davis events and to review, evaluate and determine best practices in order to make vendor and entertainment selections. Attends training and conventions to broaden event planning skills. Contacts businesses and organizations to solicit support and sponsorships. Establishes a network within the business community to assist with meeting sponsorship revenue goals.

Assists the Tourism Marketing team in developing and disseminating promotional materials related to events. Updates and maintains the web pages for the Great Salt Lake Bird Festival and Antelope by Moonlight Bike Ride. Ensures web content is accurate and conveys current information. Promotes events through active use of social media.

Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

1. Education and Experience:

Graduation from an accredited college or university with a Bachelor's Degree in event management, tourism, business management, marketing, or a closely related field, plus two (2) years of paid full-time experience in event planning or operations, or a directly related field; an acceptable combination of education and experience may be considered.

Preference for experience in planning festivals or other large community events.

2. Special Qualifications:

Must furnish personal transportation for on-the-job travel.

Employees driving a personal or a County vehicle for job related travel must possess a valid driver license, maintain minimum vehicle liability insurance as specified in the Utah Code, and must operate a motor vehicle in a safe manner; new employees with an out-of-state driver license must obtain a valid Utah Driver License within sixty (60) days of hire date (exceptions for military personnel and their dependents).

3. Necessary Knowledge, Skills, and Abilities:

Knowledge of: event planning and coordination; venue logistics, building utilization and scheduling; use of contracts; sponsor solicitation; budgeting and revenue collection; public relations, communications, and marketing concepts; local business community and organizations; operational procedures of an arena/stadium facility; principles and physical requirements in staging events; applicable County and department policies, procedures, and practices.

Skill in: operating common office equipment; using applicable computer hardware and software.

This position requires driving a motor vehicle; skill in operating a motor vehicle in a safe manner; ability to insure motor vehicle is operating in a safe manner; knowledge of Utah motor vehicle rules and regulations.

Ability to: track event budgets and goals; effectively solicit sponsorships; make oral presentations to community groups; interpret, read, and work from sketches, diagrams, and contracts; prepare cost estimates of time and materials needed for projects; coordinate and implement a variety of events; set priorities and work with minimal supervision; communicate effectively (both orally and in writing); follow written and oral instructions; establish and maintain effective working relationships with supervisors, other employees, board members, vendors, volunteers, sponsors and the general public.

WORKING CONDITIONS

Work extended flexible hours including evenings, weekends, and holidays in preparation for and during Discover Davis events. Lift and carry up to 25 lbs. Perform duties that require reaching, stooping, bending, leaning, lifting, and extended periods of standing. Ascend and descend ladders, equipment, and grandstand seating. Set-up and take-down displays, pens, chairs, tables, and other types of furniture and equipment.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. ***All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.***



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Approval Information:

Date:	02/09/2022
Department:	Jessica Merrill
HR Generalist:	Jill Tew
Classification:	Marina Brito