

WORCESTER COUNTY JOB OPPORTUNITIES

DEPARTMENT: DEPARTMENT OF RECREATION & PARKS
JOB TITLE: SPECIAL EVENTS & MARKETING MANAGER
SALARY/GRADE: GRADE 20/STEP 1 - \$25.44 HOURLY/\$52,915 ANNUALLY TO
GRADE 20/STEP 5 - \$28.06 HOURLY/\$58,365 ANNUALLY*
*SALARY BASED ON QUALIFICATIONS
JOB LOCATION: WORCESTER COUNTY RECREATION CENTER, 6030 PUBLIC LANDING ROAD
SNOW HILL, MARYLAND
WORK SCHEDULE: 8:00 AM TO 4:30 PM MONDAY TO FRIDAY. HOURS WILL CHANGE ACCORDING TO
SPECIAL EVENT SCHEDULE. MUST BE ABLE TO WORK DAYS, EVENINGS, AND
WEEKENDS.
APPLICATION PERIOD: UNTIL FILLED

JOB SUMMARY: Under the direct supervision of the Director of Recreation & Parks, and in conjunction with the Recreation Superintendent, the Special Events & Marketing Manager is responsible for the management and coordination of all events of the Worcester County Department of Recreation & Parks. Additionally, this position is responsible for supervising the development and implementation of the marketing and public relations plans for the Department. This position develops sponsor/trade/business arrangements and relationships with businesses, individuals and organizations interested in holding their events and activities at the Worcester County Recreation & Parks facilities.

GENERAL REQUIREMENTS

- Essential personnel subject to emergency call-back with little or no notice.
- Pre-employment background check and motor vehicle history.
- Safety Sensitive position subject to Drug and Alcohol Testing (*cannabis use is prohibited)

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES

- Supervises all aspects of Special Events; part-time staff training, managers, assigning tasks, scheduling, communicating staff issues and needs. This includes planning, implementation and follow-up for all special events and annual receptions
- Supervises Managers regarding Special Events; plans, coordinates, and provides operational support for events while ensuring client satisfaction and the maximization of a positive guest experience
- Coordinates with the Recreation Superintendent and Parks Superintendent in relation to Special Events; staffing needs, recreation assistance, day-of assistance, park needs, set-up, clean-up, etc.
- Holds progress meetings with Managers, creates check lists and task items for Managers leading up to the event
- Acts as on-site point of contact at all events including overseeing logistics, load-in process, set up, and break down
- Supervises and coordinates with event contractors.
- Effectively communicates and delegates responsibilities during events to Parks Staff, Managers, Monitors, and Maintenance staff
- Researches, recommends, and organizes opportunities for special events and community partnerships (develops business plans for each in accordance with Department template)
- Supervises and facilitates special events for the county, including themes, concepts, and objectives in relation to Worcester County Recreation and Park's organizational goals and initiatives
- Coordinates event logistics and publicity including public relations, advertising and collateral material design, production, and distribution
- Handles event evaluations and identifies areas of growth
- Identifies and attracts new events, builds and strengthen partnerships with sport organizations, and optimizes the use of county facilities and fields
- Keeps accurate and up-to-date financial records for each event
- Develops monthly and yearly event/marketing calendar and budgets
- Supervises the Recreation Marketing Coordinator, working in conjunction with the Recreation Superintendent regarding Recreation and Parks Marketing.
 - Supervises development and implementation of promotional materials, videos, and coordination of program/event pictures
 - Assists with social media accounts and maintenance of websites

- Assists in the development of annual marketing and advertising strategies, timeline of execution, and budgeting
- Cultivates and expands sponsorship development and fulfillment, program sponsors, special event sponsors and facility sponsorship opportunities
- Creates sponsorship bundles, maximizing sponsorship awareness and opportunities.
- Coordinates and communicates with Tourism & Economic Development Department on Special Event initiatives, cross-promotion, sponsorship opportunities, and various business engagement opportunities
- Broadens social networking to benefit the organization
- Establishes and expands merchandise opportunities
- Assists with Sports Marketing initiatives; researching tournament event holders, creating homegrown tournament opportunities, assisting in Sport Marketing conference meetings
- Assists with PlayEasy account and Sport Tourism websites
- Participates on staff committees as necessary and appropriate
- Defines problems, collects data, establishes facts, and draws valid conclusions
- Secures and maintains required event records and reports for registration, participation surveys & scheduling
- Assists in developing effective and efficient strategic planning
- Supports and promotes the mission of the Worcester County Department of Recreation & Parks and supports all staff members, representing the department in a highly professional, congenial manner
- Works with the Director, Risk Manager, and County Attorney on risk management procedures
- Attends workshops and seminars to keep abreast of current and innovative special events, recreation and park and marketing trends and standards
- Attends sport events, sports marketing conferences and trade shows to identify opportunities and build networking relationships with sport organizations
- Complies with safety programs, procedures, policies, and work safely
- Ensures confidentiality of information and records and complies with the record retention schedule
- Adheres to the Worcester County Government Personnel Rules & Regulations and departmental policies.
- Performs all other duties as assigned

QUALIFICATIONS AND SKILLS

- College degree in recreational, leisure service, sports marketing, sports management, or a related field. Master's degree preferred. Minimum 2 years related work experience, preferably sports marketing and/or public relations experience.
- Prefer 2- 4 years' experience in a paid special events, marketing, and website management position.
- Evidence of successful events, sponsorship, marketing, public relations, website, and business development/relationships.
- Working knowledge of computer software: Microsoft Office (Word, Publisher, Excel, Access & Power Point), Adobe Photoshop, with computer skills sufficient to produce required documents in acceptable format.
- Demonstrated skills in website maintenance and the ability to learn fundraising and web design and management computer software programs.
- Demonstrates above average oral and written communication skills necessary to communicate effectively with coworkers, county officials and program participants.
- Follows verbal and written instructions, keeps records, and completes written forms.
- Ability to interpret the most complex documents and respond effectively to the most sensitive inquiries or complaints.
- Comfortable and competent in making presentations to groups.
- Ability to apply acquired knowledge to increasingly varied and complex tasks.
- Ability to take initiative and work independently as needed.
- Valid driver's license and driving record of less than 4 points (MD).

SAFETY ANALYSIS

(Rarely (<5% of the time), Occasional (5-25% of the time), Frequent (25-75% of the time); Constant (<75% of the time)

Medium Work; Constant viewing, hearing, talking, and lifting up to 10lbs; Frequent standing, carrying, pushing, pulling, walking and lifting and moving of objects up to 25lbs; Rarely up to 50lbs. Known hazards include risks associated with heat, humidity, noise, poor ventilation, slippery and uneven surfaces, weather, and vibration. Work environment involves everyday risks typical of such places as parks, playgrounds, and swimming pools. Environment may also involve Exposure to adverse, inclement weather conditions.