

SPECIAL EVENTS COORDINATOR

KIND OF WORK

Develop, plan, supervise and coordinate all special events at facility.

NATURE AND PURPOSE

Coordinate the activities for special events at the IRRRB, Lottery and Minnesota Zoological Gardens. Meet with representatives of groups or organizations to plan the number of rooms to reserve, the desired configuration of meeting space, and any banquet services needed. During the meeting or event, resolve unexpected problems and monitor activities to check that operations conform to the expectations of the group.

EXAMPLES OF WORK (A position may not include all the work examples given, nor does the list include all that may be assigned.)

Develop, plan and implement on-site special events and public displays for the enjoyment and education of facility visitors and to increase attendance and revenue.

Promote, negotiate, and recommend promotional events to increase revenue and promote a positive image of the facility.

Plan, develop and implement off-site promotional displays to promote specific special events and promotions to increase facility awareness.

Prepare and monitor Special Events/Promotions budget so that fiscal management is assured and the needed resources are available and are cost effective.

Coordinate promotional materials for special events to ensure coordination with facility staff as well as sponsoring organizations.

Promote and negotiate sponsorship for events with corporate representatives.

Coordinate advertising appropriate to event or promotion to ensure maximum media coverage of event.

Maintain positive interpersonal relationship skills with all staff, supervisor and visitors, and participate in mission, vision initiatives and strategies as directed by supervisor.

**Engage in promoting or creating goodwill for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media. Prepare and arrange displays, make speeches, and perform related publicity efforts.

**Plans and directs development and communication of informational programs designed to keep public informed of client's products, accomplishments, or agenda.

**Promotes goodwill for client's products, services, or persona by coordinating exhibits, lectures, contests, or public appearances.

**Counsels clients in effective ways of communicating with public. Consults with advertising agencies or staff to arrange promotional campaigns in all types of media for products, organizations, or individuals.

**Confers with production and support personnel to coordinate production of advertisements and promotions. Represents client during community projects and at public, social, and business gatherings.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

Technical Competencies:

**Sales and Marketing: Knowledge of principles and methods involved in showing, promoting, and selling products or services. This includes marketing strategies and tactics, product demonstration and sales techniques, and sales control systems.

**Communications and Media: Knowledge of media production, communication, and dissemination techniques and methods including alternative ways to inform and entertain via written, oral, and visual media.

Work Management Competencies:

**Information Organization: Finding ways to structure or classify multiple pieces of information.

**Implementation Planning: Developing approaches for implementing an idea.

**Time Management: Managing one's own time and the time of others.

**Management of Financial Resources: Determining how money will be spent to get the work done, and accounting for these expenditures.

**Organizing, Planning, and Prioritizing: Developing plans to accomplish work, and prioritizing and organizing one's own work.

Interpersonal Competencies:

**Writing: Communicating effectively with others in writing as indicated by the needs of the audience.

**Speaking: Talking with others to effectively convey information.

**Social Perceptiveness: Being aware of others' reactions and understanding why they react the way they do.

**Coordination: Adjusting actions in relation to others' actions.

**Communicating with Other Workers: Providing information to supervisors, fellow workers, and subordinates. This information can be exchanged face-to-face, in writing, or via telephone/electronic transfer.

**Communicating with Persons Outside Organization: Communicating with persons outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged face-to-face, in writing, or via telephone/electronic transfer.

**Establishing & Maintaining Relationships: Developing constructive and cooperative working relationships with others.

**Provide Consultation & Advice to Others: Providing consultation and expert advice to management or other groups on technical, systems-related, or process related topics.

** From O*NET Dictionary of Occupational Titles, 1998

Est.:
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T.C.:
Former Title(s):