

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*

### Special Events Manager

**Department:** Administration

**Pay Grade:** 516

**FLSA Status:** Exempt

**Job Code:** R128

#### JOB SUMMARY

The purpose of this classification is to coordinate special event planning for the City of Roswell. Work requires overseeing the management and production of all City special events produced by the City of Roswell or those produced by the City and partner organizations that provide a direct benefit to the City through marketing and promotion or a share of the profits. Work is performed independently under the general direction of the Deputy City Administrator for Planning, Performance, and Innovation.

#### ESSENTIAL JOB FUNCTIONS

- Manages the City's special event program, including development, pre- and post-planning, staff management, and site management.
- Serves as the primary contact between City departments and the organizer.
- Develops and maintains effective partnerships with city departments, agencies, businesses, and community groups to support event planning and execution; resolves conflicts as needed.
- Coordinates logistics for events, including permits, insurance, road closures, police support, staffing, IAPs, and facility rentals.
- Responds to customer service issues that cannot be resolved by subordinate staff; researches issues; interprets and applies applicable ordinances, policies, and regulations; implements appropriate corrective actions; seeks advice from legal division as necessary; keeps supervisor informed.
- Meets with organizers and city liaisons prior to the event to ensure coordination of all city services and resources; holds post-event meetings when warranted.
- Responsible for the City's special event calendar/schedule.

- Maintains file system of special event files/records in compliance with guidelines governing record retention.
- Performs other related duties as required.

### **MINIMUM QUALIFICATIONS**

#### **Education and Experience:**

Requires a Bachelor's Degree in Business, Public Relations, Marketing or an equivalent program; supplemented by three (3) years' experience in special event production, public relations, fund-raising, and working with volunteers; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

#### **Licenses or Certifications:**

- Possess and maintain a valid Georgia driver's license with a satisfactory motor vehicle record (MVR).

#### **Special Requirements:**

- None

#### **Knowledge, Skills and Abilities:**

- Knowledge of computers and related software applications in word processing and database management.
- Ability to acquire knowledge of departmental operations and functions within a reasonable period.
- Ability to work under pressure and complete multiple assignments under deadline conditions in a dynamic office environment.
- Ability to handle citizens, personnel, and the general public with professional decorum.
- Ability to learn, comprehend, and apply all city or departmental policies, practices, and procedures necessary to function effectively in the position.
- Ability to review, classify, categorize, prioritize, and/or analyze data. Includes exercising discretion in determining data classification, and in referencing such analysis to established standards for the purpose of recognizing actual or probable interactive effects and relationships
- Ability to operate, maneuver, and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.
- Ability to utilize a wide variety of reference, descriptive, and/or advisory data, and information.
- Ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.
- Ability to exercise judgment, decisiveness, and creativity in situations involving evaluation of information against measurable or verifiable criteria.
- Strong project management and time management skills.
- Excellent organizational skills, meticulous attention to details, and commitment to accuracy.
- Ability to adapt to shifting priorities and be flexible.

- Responsible for permitting the filming within the City of Roswell, meeting with filming scouts and production, and coordinating with city services during the shoots.
- Supervises, directs, and evaluates assigned staff, processing employee concerns and problems, directing work, counseling, mentoring, disciplining, and completing employee performance appraisals.
- Establishes operational and administrative policies and procedures; establishes work priorities and assignments; sets performance goals and objectives and implements work plans.
- Prepares presentations to communicate information and provides updates on major initiatives and events.
- May deliver public presentations and represent the City as assigned.
- Serves as a public-facing representative of the division, responding to inquiries and concerns from residents, community groups, and partner agencies. Provides accurate information, addresses complex or sensitive complaints, and fosters positive relationships through clear communication.
- Consults with City Leadership to review performance, operations/activities, review/resolve problems, receive advice/direction, and provide recommendations.
- Prepares agenda items, resolutions, budget documents, reports or other documentation for presentation to City Council.
- Coordinates use of City facilities for special events, including scheduling, executing contracts, collecting fees, updating the calendar, and notifying City officials.
- Manages the coordination of city staff at each event.
- Performs short and long-range planning for the Special Events Division; develops and implements division goals, objectives, programs, and priorities that support the goals and mission of the City.
- Prepares, administers, and defends the departmental operating budget and adjusts priorities as needed; identifies needs and obtains and allocates resources for the Department; develops alternative funding proposals.
- Creates a variety of sponsor opportunities unique to each event to raise funds to support the event, including identifying sponsors, recruiting sponsors, writing and producing sponsor packets, and following up with sponsors during and after each event. Fundraising efforts also include writing grants and producing project budgets for individual events when applicable.
- Exercises independent judgment, discretion, and initiative in completing assignments as well as considerable tact and courtesy in frequent contact with the general public.
- Provides cheerful presence and people skills with an emphasis on professionalism and the ability to work with a diverse constituency.
- Maintains a comprehensive, current knowledge of applicable laws/regulations; maintains awareness of new technologies, methods, trends, and advances in the profession.
- Operates a vehicle and utilizes a range of technology and equipment to support event planning and execution, including computers, mobile devices, digital cameras, and general office equipment.
- Proficient in software and platforms used for communication, scheduling, budgeting, and public engagement (e.g., Microsoft Office, email, internet-based tools, and social media).

### **PHYSICAL DEMANDS**

The work is sedentary to light which requires the ability to exert light physical effort, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station. Tasks also require the ability to perceive and discriminate colors or shades of colors, depth, texture, and visual cues or signals. Some tasks require the ability to communicate orally.

### **WORK ENVIRONMENT**

Work is regularly performed with exposure to adverse environmental conditions, such as traffic hazards.

**The City has the right to revise this job description at any time. This description does not represent in any way a contract of employment.**

*The City of Roswell, Georgia commits to a policy of equal employment opportunity for applicants and employees, complying with local, state and federal laws. The City's policy is to employ qualified persons without discrimination regarding race, creed, color, religion, age, sex, country of national origin, marital status, disability, sexual orientation, gender identity, genetic information, political affiliation, ethnicity, or status in any other group protected by federal/state/local law.*

*Christine Ward 8/20/25*