



City of Des Moines, Washington

JOB DESCRIPTION



COMMUNITY EVENTS AND SERVICES, DIRECTOR

Regular, Full-time

Salary Grade: D35

FLSA Status: Exempt

Union Status: Non-represented

EEO Category: Officials and Administrator

Nature of Work

Under the general supervision of the Community/Administrative Services Director, the Community Events and Services Director plans, organizes leads and directs the activities, services, operations, budgets, and policy formulation of the Events and Facilities division. The Community Events and Services Director will conduct in-depth analyses of the established business model and fee structure and provide recommendations for the maximization of revenues and facility rental utilization. The incumbent will assess the business operations to include financial, strategic, and operational initiatives to identify trends and develop recommendations for sustained growth opportunities. They will ensure that the City's mission and accounting practices are incorporated into policy and the strategic operational activities and services of their assigned area. This position will also perform grant management to include researching, identifying, securing, and administering external financial resources for the Community Services Department and other City departments/divisions. The incumbent is responsible for administering and overseeing a contractual agreement with a vendor for the day-to day management of the Senior Services Division and ensures the established criteria for scope of agreement is met. The Community Events and Services Director also facilitates and participates in activities related to Human Services and may be assigned to serve or facilitate various committees and commissions. The incumbent serves as a member of the City's senior leadership team.

Essential Functions

- Oversees, directs, and manages a diversified year-round events and facility rentals; develops the work plan and assigns work activities, projects and programs within the Division. Provides recommendations, manages, supports and facilitates development and implementation of business plan objectives.
- Conducts on-going assessments and analyses of the Events and Facilities business operations/processes, functions and fee structures; identifies recommends, develops and/or implements process enhancements for the division; establishes performance criteria for program areas; monitors and measures attainment of objectives, goals, priorities, and implements corrective actions in project phases and objectives as necessary to ensure maximum utilization of facilities and fee generation.
- Develops and recommends departmental annual operating and capital improvement budgets; provides long term financial planning and growth; actively pursues alternative revenue-generating opportunities for events and facility rentals; prepares detailed statistical analysis of programs, revenues, expenditures, and performance and provides regular ongoing updates to stakeholders.
- Identifies public and private grant resources; researches; completes and ensures applications packages are complete prior to submission; and monitors the status of applications; reviews applications for content, form and adherence to funding source guidelines and accountability

- standards; develops internal procedures for submitting grant proposals and applications; trains staff and provides technical assistance in completion of proposals and applications.
- Administers contractual agreement with vendor for management of the Senior Services Department; ensures established criteria for scope of agreement is met; reviews and ensures performance requirements and measurements are well established within the contract terms and in adherence to City policies and procedures.
- Supervises, evaluates and directs work of assigned staff; performs staff selection; establishes work priorities and performance standards for staff; monitors performance and provides effective feedback; works with staff to correct any deficiencies; implements any necessary disciplinary action after consultation with the Human Resources Department.
- Directs, participates in and completes special projects for the Mayor, City Council and other officials as required, subject to direction from the City Manager and/or designee, including reports, gathering data and serving on committees; provides and presents oral and written progress reports as required.
- Oversees, facilitates and serves on assigned committees, such as human services advisory committee, arts commission, and/or senior services advisory committee as requires, including the regional and professional boards; represents the City and delivers oral presentations as needed
- Negotiates, produces, administers and monitors contractual agreements related to senior services, events, sponsorships, marketing, and facility rentals, in coordination with the City Manager's and City Attorney's Office to ensure their timely execution.
- Directs the planning, preparation and control of budgets, including annual operating and multi-year capital improvement budgets; develop purchasing and budgetary procedures and guidelines for the department; monitor, control and authorize expenditures in accordance with established limitations.
- Directs the performance and coordination of promotional/sales activities including, but not limited to, facility programming, corporate and private party rental sales, advertising sales, corporate event sponsorships, special events, and related programs designed to attract groups and sponsors to the facility.
- Ensures coordination of event and facility programs with other City departments and external stakeholders to maximize the effective use of City resources.
- Prepares a variety of letters, memos, contracts, forms, reports, and other documents; operates computers to produce documents with clearly organized thoughts using proper sentence construction, punctuation, and grammar.
- Establishes and maintains cooperative, effective working relationships with co-workers, other City employees, other government agencies, elected and appointed officials, and the general public using principles of good customer service.
- Reports for scheduled work with regular, reliable and punctual attendance.
- Performs other duties as assigned, including but not limited to being assigned to work in other functional areas to cover absences or relief, equalize peak work periods, or balance the workload.

Necessary Knowledge, Skills, and Abilities

Knowledge of:

- Federal, state, regional and county programs, procedures and funding sources related to assigned programs, projects, activities and operations.
- Principles, practices and procedures of public and business administration as applied in a municipal organization.

- Principles and practices of budget preparation and administration.
- Principles and practices of sales, advertising and marketing as they relate to events and/or group sales rentals.
- Group and event facility rental, fee structures, and services development procedures and implementation.
- Writing proposals to funding sources, and an understanding of regulatory, technical and financial requirements for grants.
- Public relations and advertising.
- Effective personnel management techniques, and all applicable city policies and procedures.
- Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases; social media.
- Standard first aid, CPR, and blood borne pathogen procedures.

Skill and Ability to:

- Analyze and assess programs, policies, and operational needs and make appropriate adjustments.
- Perform comprehensive administrative reviews of work activities, costs, staffing requirements, equipment uses, and time requirements.
- Research, analyze, and evaluate new service delivery methods and techniques.
- Make timely decisions considering relevant factors and evaluating alternatives, exercising discretion and sound independent judgment.
- Prepare and administer technical and complex program budgets.
- Develop general assignments into specific results by the organization of the material and independent development of procedures, and to train subordinates in such procedures.
- Direct the maintenance of complex, detailed and official records, files, reports and documents.
- Supervise the work of staff including coordinating, assigning, monitoring, and evaluating work; hiring, training, counseling, and disciplining staff.
- Establish and maintain effective working relationships with staff, other City employees/departments, City officials, and the public.
- Interpret and explain policies and procedures established by administration or City Council.
- Represent the City and attend various boards, committees and meetings.
- Communicate clearly and concisely, both orally and in writing. Create and meet schedules, time lines and work independently with little direction.
- Work effectively in a dynamic environment that is constantly changing, resulting in continually re-evaluating and shifting priorities.
- Work both independently and within a collaborative team-oriented environment; contribute openly, respectfully disagree, understand the ideas of others, listen well and work for consensus.

Education and Experience Requirements

- Bachelor's degree from an accredited four-year college or university in Event Management, Marketing, Business Administration, Communications, or related field; and;

- Six (6) years of increasingly responsible experience in recreation or non-profit development, sales or business operations or administrative management experience, including three (3) years in a supervisory capacity; or
- Any equivalent combination of education, training or experience that would enable an incumbent to satisfactorily perform the job function.
- Experience in administering and/or monitoring federal, state or local grants is preferred.

Special Requirements

- May work non-traditional hours as required such as evenings and weekends.
- Possession of and the ability to maintain throughout employment a valid Washington State Driver's License with a good driving record.
- Successful completion of a pre-employment background and criminal history check.
- Because of the known effects of tobacco use, the City of Des Moines does not hire applicants who use tobacco products.

Working Conditions and Physical Abilities

- Environment: Work is primarily performed in an office setting. Attendance at night and weekend meetings is required. Occasional travel to off-site locations is required.
- Physical: Primary functions require sufficient physical ability and mobility to work in an office and recreation facility setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to verbally communicate to exchange information.

Equal Opportunity Employer

- The City of Des Moines is committed to hiring a diverse workforce and all qualified applicants, including all ethnic backgrounds and persons with disabilities, are encouraged to apply. The City is an Equal Opportunity Employer and does not unlawfully discriminate on the basis of race, sex, age, color, religion, national origin, marital status, sexual orientation, veteran status, disability status, or any other basis prohibited by federal, state, or local law.
- In accordance with the Americans with Disabilities Act, an employer is obligated to make a reasonable accommodation only to the known limitations of an otherwise qualified individual with a disability. In general, it is the responsibility of the applicant or employee with a disability to inform the employer that an accommodation is needed to participate in the application process, to perform essential job functions or to receive equal benefits and privileges of employment.

General Information

- The statements contained herein reflect general details as necessary to describe the principal functions for this job classification, the level of knowledge and skill typically required and the scope of responsibility, but should not be considered an all-inclusive listing of work requirements.
- The physical abilities described above are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential

functions.

- The provisions of this job description do not constitute an expressed or implied contract. Any provision contained herein may be modified and/or revoked without notice.
- Updated 2021/2023.