



City of Des Moines, Washington

## JOB DESCRIPTION



### EVENTS & FACILITY RENTALS MANAGER

Regular, Full-time

**Salary Grade:** G-22

**FLSA Status:** Overtime Eligibility

**Union Status:** Non-represented

**EEO Category:** Professional

#### Nature of Work

This position performs professional work in promoting the effective use of City rental facilities and programs through development, implementation, and coordination of event planning, advertising, private and corporate sales, sponsorships, and other special programs. Duties include events and facility rentals planning, supervision, budgeting, communications, marketing and customer services; monitoring and security; and special projects, fund raising and grant development and management. Position interacts with a broad and diverse constituency of citizens, organizations, and agencies. Hours vary based on program and events schedule, and include evenings and weekends. Duties require considerable independent action, extensive public contact, and errors, if not detected, could cause considerable loss of time, money, or embarrassment to the City. Work is performed under the general direction of the Director of Community Events and Services with only unusual cases referred to the supervisor. The incumbent is responsible for hiring, supervision and evaluation of regular full-time, part-time and extra-hire staff and volunteers.

#### Essential Functions

- Performs and coordinates 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.
- Performs and coordinates extensive communication by telephone, email and in person. Provides information regarding facilities promotions and policies. Fosters public relations between sponsors, organizers, vendors, user groups, etc.
- Provides annual event calendars; participates in social media as appropriate concerning upcoming events and provides for distribution to the media and tourist services.
- Develops, implements and coordinates marketing strategy and creation of advertising concepts. Coordinates and participates in marketing/sales campaigns and creation of ads.
- Coordinates and collaborates with applicable City staff to support related operations to plan and implement programs and services related to events, corporate rentals, and private party rentals.
- Works with third party event organizers to plan, implement and represent the City for onsite hosted events.
- Monitors event activities to ensure compliance with applicable regulation and laws, satisfaction of participants, and resolution of any problems that arise.

- Designs, plans, budgets, and implements in-house events. Pursues new opportunities to increase event frequency and quality. Identifies new special events and develops strategies to maximize the utilization of the City's diverse facilities.
- Bills and monitors receivables for fees generated from assigned programs. Maintains regular contact with sponsors, groups, etc., to follow-up bookings.
- Actively pursues alternative revenue-generating opportunities for events and facility rentals.
- Operates a motor vehicle to facilitate performance of duties.
- Negotiates, produces administers and monitors contractual agreements related to events, sponsorships, marketing, and facility rentals, and coordinates with the City Attorney's Office to ensure their timely execution.
- Prepares schedules and assignments for part-time recreational staff.
- Develops and evaluates program costs and revenues as assigned. Identifies operation changes needed to achieve service revenue generation and cost containment goals.
- Prepares, administers and monitors program budgets including revenues and expenditures, purchasing and payroll in accordance with established procedures.
- Trains, supervises, and evaluates work performance of part-time recreation personnel and contractors, handles sensitive, confidential issues and makes recommendations for hiring and termination.
- Trains employees in safety procedures and ensures all safety rules, regulations and procedures are followed. Provides for risk management practices.
- Oversees surveys and program data collection, maintains records and prepares written reports relating to recreation activities and facilities.
- Provides information and assistance to staff, city personnel, and the general public regarding programs and classes, resolves grievances and complaints as needed.
- Provides input to the capital improvement program and/or grants for programs, equipment and facilities.
- Performs work of those supervised as necessary.
- Establishes and maintains cooperative, effective working relationships with co-workers, other City employees, 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 and ability to apply applicable principles and practices of sales, advertising and marketing as they relate to events and/or group sales rentals.
- Knowledge of group and event facility rental, fee structures, and services development procedures and implementation.
- Broad based knowledge of business and community groups that will sponsor activities at City parks and facilities.
- Ability to foresee possible obstacles in planning events.
- Skill in problem solving, public relations, written communications, and public speaking.
- Ability to work independently in a self-disciplined and self-motivated manner.
- Proven interpersonal skills using tact, patience and courtesy.
- Knowledge of principles and practices of administration, supervision and training.
- Knowledge of Standard First Aid, CPR and Bloodborne Pathogens procedures.

- Ability to maintain effective working relationships with individuals and groups encountered in fulfilling job requirements.
- Ability to analyze problems and negotiate effectively.
- Ability to effectively plan, schedule, supervise and evaluate recreational programs and personnel.
- Ability to perform basic and advanced math (analysis, statistics, and number manipulation).
- Proven oral and written communicate skills.
- Proven computer skills not limited to Microsoft word, excel, PowerPoint, registration systems, facility scheduling, presentation and report preparation, and social networking.
- Lift, push, pull, and carry up to 50 lbs.

### **Education and Experience Requirements**

- Bachelor's degree from an accredited four-year college or university Event Management, Marketing, Business, Communications, or related field; AND
- Two years of experience in a position with a municipal entertainment center, convention facility, major exposition, events management firm, or entertainment promotions agency with responsibility for selling, planning, coordinating, scheduling, arranging, facilitating, and promoting facility rentals for events and corporate or private parties.
- Additional experience may be substituted, on a year for year basis, for up to two years of the education requirement.

### **Special Requirements**

- Successful completion of a criminal history and background check.
- Possession of or the ability to obtain, and maintain throughout employment, a valid Washington State driver's license.
- 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**

- Indoor and outdoor work environment; subject to driving a vehicle to conduct work. Attendance at night and weekend programs and meetings is required. The position requires continuous talking, hearing, and repetitive motion of hands and wrists, frequent standing, walking, sitting, fingering, reaching, feeling, grasping, handling, occasional stooping, bending, and repetitive motion of feet, and rare crawling and climbing.
- These examples are intended only as illustrations of the various types of work performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

### **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.
- Established 2017.