



City of Des Moines, Washington

JOB DESCRIPTION



Senior Events Planner

Regular, Full Time

Salary Grade: G-18
FLSA Status: Non-exempt

Bargaining Unit: Non-represented
EEO Category: Paraprofessionals

Nature of Work

Under general supervision of the Events & Facility Rentals Manager, this position will develop, coordinate facility rentals, event planning and lead event execution to ensure success. This position has supervisory responsibilities and assists in the hiring, training, supervision, scheduling and evaluation of part-time extra-hire employees. This position will expand marketing and engagement strategies designed to attract groups and sponsors to the facility for private and corporate sales, sponsorships, and other special programs. Duties include events and facility rentals planning, communications, marketing and customer service. Assists the Event & Facility Rentals Manager with fund raising and grant development.

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.

Essential Functions

- Prepares and administers events and facilities budgets and monitors expenditures and revenue for rentals in accordance with established procedures.
- Collaborates with third party event organizers to plan, implement and represent the City for onsite hosted events as directed.
- Coordinates, plans, organizes, leads and supervises facility rentals, including conducting facility site tours, writing proposals/contracts, customer coordination, and ensuring all required document are provided and fees paid prior to required dead line.
- Monitors event activities to ensure compliance with applicable Policies and Procedures and laws, satisfaction of participants, and resolution of any problems that arise.
- Maintains monthly records and prepares written reports relating to facility rentals.
- Develops and executes all proposals and contracts. Adjusts contracts as necessary.
- Ensures all proper permits are in place for events.
- Delegates, prepares and executes day of event plans with Program Assistant and Facility staff.
- Prepares facility marketing, social media, and advertising as assigned.
- Effectively communicates with clients of facility renters, and their vendors.
- Assists in the recruitment and selection of temporary/ variable-hour part-time employees.
- Trains and evaluates the performance of assigned staff; may be responsible for supervising volunteers and/or client vendors.
- Answers department telephone, conduct facility site tours. Provides information and assistance to staff, city personnel and the general public regarding programs and classes. Resolves grievances and complaints as needed.
- Follow up on rentals to ensure all required document are in on time and rentals are paid in full.
- Assists with community events, rental records, invoicing and refunds, post event

evaluations.

- Oversees renter's use of Des Moines Marina and Park and Recreation Department facilities and equipment.
- Creatively markets 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.
- Develops and maintains innovative means and potentially new tools, to communicate with customers utilizing City's external website, Beach Park Event Center Web Site, email, social media platforms, by telephone, direct mail, Networking events such as NACE WSAE, SGMP and others as appropriate, concerning upcoming events and provides for distribution to the media and tourist services.
- Promotes interest and provides information regarding facilities promotions and policies. Fosters public relations between sponsors, organizers, vendors, user groups, etc.
- Coordinates and participates in marketing/sales campaigns and creation of ads. 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.
- Assumes the responsibilities of the Events & Facility Manager in his/her absence.
- Attends to injury and incident victims, provides assistance and first aid when needed.
- Accurately completes all City/Department forms for supervisory review and action when needed.
- Assists the Des Moines Marina and Park and Recreation Department professional staff with special projects as needed.
- Performs office filing and other duties as prescribed by the Events and Facilities Manager.
- Processes bank deposits and prepare daily sales reports.
- Establishes and maintains cooperative, effective working relationships with coworkers, 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 current principles and practices related to event management and execution.
- Knowledge of scheduling techniques and procedures for events, facilities and office coverage.
- Interpersonal skills using tact, patience and courtesy.
- Principles and practices of administration, supervision and training.
- 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 be detail oriented, highly productive and complete tasks on time.
- Ability to demonstrate effective problem solving skills and sound judgment.
- Ability to exercise initiative, take independent action, and work with minimal supervision.
- Ability to effectively plan, schedule, oversee and evaluate rentals and personnel.
- Ability to make oral presentations.
- Ability to communicate effectively both orally and in writing, with correct English usage, grammar, spelling, punctuation and vocabulary.
- Ability to use computer technology, e.g., recreation registration systems, facility scheduling, and report preparation.
- Ability to execute customer relationship management procedures
- Ability to work flexible schedules that may include weekends, evenings, split shifts and holidays and maintain regular and prompt attendance as required.
- Ability to perform the essential functions and meet the physical demands of the position.
- Self-motivated, punctual and dependable.
- Ability to deal with difficult/angry customers in a positive and constructive manner with no additional support.
- Ability to handle multiple tasks and conflicting priorities with confidence and poise.
- Work independently with minimum instruction.
- Physical ability sufficient to perform the essential functions of the position. Must be able to lift 50 pounds with ease.

Education and Experience Requirements

- Two years college-level course work in recreation, events management, or closely related field. Bachelor's degree in Recreation, Hospitality, or other related program preferred; or an equivalent combination of education and experience from which comparable knowledge, skills and abilities AND
- Two years of increasingly responsible 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

Special Requirements

- Valid Washington State Driver's License with a good driving record, and maintain throughout employment.
- Possess a valid First Aid/CPR card, or obtain within three months of hire date, and maintain throughout employment.
- Maintain current bloodborne pathogens training.
- Must obtain a serving permit from the Washington State Liquor Control Board within 30 days of hire.
- Because of the known effects of tobacco use, the City of Des Moines does not hire applicants who use tobacco products.
- Successful completion of a pre-employment background and criminal history check.

Working Conditions and Physical Abilities

- Indoor and outdoor work environments. Outdoor environment can include uneven and unstable walking surfaces, tripping hazards, and inclement weather conditions. Occasional travel to off-site locations is required. Hand-eye coordination and fine-manipulation skills are necessary to operate computers and a variety of office machinery. The position also requires the ability to speak and hear to exchange information, sit for extended periods of time, bend and stretch to retrieve and maintain files and program supplies, and lift up to 50 pounds.

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. Individuals may perform other duties as assigned including work in other functional areas to cover absences or relief, to equalize peak work periods, or to balance the workload.
- 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.
- Created 2022.