

City of Mission Job Description

Job Title: **Marketing & Events Coordinator**

Classification: **Non-Exempt**

Department: Mission Event Center



Division:

Supervisor: Operations Manager

Effective: 01/22/2020

I. **JOB SUMMARY**

The Marketing & Events Coordinator is responsible for booking and managing events at the Mission Event Center to include business, corporate, entertainment, social, consumer shows and any department sponsored events that provide a service to the City of Mission. The Marketing & Events Coordinator assists in an administrative as well as, operational capacity, and serves as a key in-house contact person for contracted customers. The Marketing & Events Coordinator ensures that customer's requests are met with extraordinary service in all types of venues. This position also supervises staff while serving as manager on duty when hosting an event.

II. **EDUCATION REQUIREMENTS**

- Two-year associates from an accredited college or technical training institution or higher level of formal education. College degree preferred
- Three (3) to five (5) years of related work experience in lieu of a college degree. Previous events management, tourism, hospitality or customer service related work experience preferred.

III. **EMPLOYMENT REQUIREMENTS**

- Applicant will be subject to a complete background investigation. Incomplete, inaccurate and/or failure to report information will cause the applicant rejection from consideration.
- Applicant must take and pass a drug, physical, and pre-placement screenings administered by the City of Mission appointed physician at the City's expense.
- Must have a current valid class "C" driver license from the department of Public Safety with no more than two (2) moving traffic violations within the past two (2) years.

IV. **SKILL AND ABILITY REQUIREMENTS**

- Must demonstrate excellent public relations skills
- Must be knowledgeable of the practices and principles of setting up for special events.
- Must demonstrate excellent follow-up and organizational skills.
- Must be able to communicate effectively at all levels, both written and verbal.
- Must be able to handle difficult customers/situations with tact and diplomacy.
- Must be able to manage multiple tasks in a very fast-paced environment.
- Must have strong computer skills in Microsoft, Excel, Word and Outlook.
- Must be customer service oriented, have a customer friendly attitude and professional appearance at all times.



- Must be able to manage time efficiently with self-initiative and oversee assignments through completing using mature judgement
- Must be available to work evenings, weekends and holidays based on office and event demands.
- Must be able to work effectively under pressure and stringent schedules. Must be able to establish and obtain operating goals and objectives.
- Effective communication skills and the ability to provide assistance to customers (external and internal).
- Ability to apply common sense understanding to the work process, procedures, programs and services.
- Ability to provide and follow verbal and written instructions.
- Ability to work as a member of a team in order to accomplish tasks.
- Ability to perform well in stressful situations.
- Ability to make decisions.
- Ability to perform a wide variety of different types of tasks without the variety itself causing a loss of efficiency.

V. ESSENTIAL JOB FUNCTIONS

- Develops and executes strategies to secure event rental business for the Mission Event Center.
- Establishes and maintains effective working relationships with the hospitality industry, community and civic organizations to encourage continual and regular use of the Mission Event Center.
- Creates and maintains professional relationships with existing customers.
- Works closely with facility caterer to facilitate customer needs.
- Responds to booking requests with information, facility tours, pricing and date availability to meet the customer's needs.
- Initiates potential sales through written and travel communication to various groups, organizations, individuals for the purpose of attracting and booking potential customers.
- Ascertains customer requirements for physical set-up by coordinating event requirements.
- General office & administrative duties
- Client account maintenance and management
- Prepares and reviews facility rental contracts for each event.
- Maintains records, contracts and database on active accounts, prospective leads and sales activities on a regular basis.
- Runs reports from customer management system
- Recognizes opportunities to maximize revenue opportunities by up-selling and offering enhancements to create outstanding events.
- Works closely with administration to stay within operational/marketing budget.



- Responsible for planning and organizing special events; attends internal and external events to provide assistance.
- Maintains a professional public relations image at all times.
- Attend meetings with civic organizations, professional associations and market the event center for events
- Attend Tourism Meetings hosted by the Mission Chamber of Commerce
- Attend Ribbon Cuttings hosted by the Mission Chamber of Commerce
- Become an Ambassador for the Mission Chamber of Commerce
- Market to local businesses, drop off packets, business cards, brochures, etc.
- Prepare & post social media messages on Facebook, Instagram, Twitter
- Gather and report analytics/progress for social media posts
- Work with the City's media department to create mini-commercials
- Work with City's media department to re-fresh Event Center's page on website, keeping images current, posting upcoming events, etc.
- Address personalized and hand written "thank you" cards to each client at the end of their event
- Performs other related duties as assigned to enhance the overall operations and services of the Mission Event Center.

VI. NON-ESSENTIAL JOB FUNCTIONS

- Supervises the day-to-day activities of the Event Center.
- Develops and maintains positive public relations
- Performs other lawful duties as may be required by law, ordinances, department and City policies, procedures or rules and regulations; or as directed by supervisor or Deputy City Manager.

VII. EQUIPMENT/MATERIALS

General office equipment/materials to include but not limited to the following:

- Personal Computer, Cell Phone, Telephone
- Adding Machine, Laptop
- Copy Machine, Fax machine, Keyboard
- Computer mouse, Printer, Stapler, ruler
- Pens, pencils, highlighters, Paper cutter, Typewriter
- Computer software, Compact disc. & diskettes, Hole puncher
- Personnel Policy Manual



VIII. WORK ENVIRONMENT

Exposures to the following environmental conditions are required for this job. The individual works indoors in a well-lighted, air-conditioned office. Working hours are 8:00 a.m. to 5:00 p.m. Monday thru Friday, but on occasions individual may be called during afterhours. Emotional stress is present due to dealing with the public in emergency situations.

	Amount of Time			
	None	Under	1/3 to	Over
		1/3	2/3	2/3
Wet Humid conditions (non-weather)		X		
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions		X		
Extreme cold (non-weather)		X		
Extreme heat (non-weather)		X		
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Extreme noise		X		
Vibration	X			

IX. MANUAL DEXTERITY

Gross and fine hand manipulation is required to perform essential job functions. Gross hand manipulation is utilized to grip a series of files and reposition a keyboard/paperwork to different computer stations and transport binders, books, storage boxes, chairs, and open file cabinets. Fine finger dexterity will be utilized frequently to hand write notes, fill out forms, type reports, letters, memos, input data in computer and document information needed for day to day tasks.



X. PHYSICAL DEMAND ANALYSIS
MATERIAL HANDLING ACTIVITIES

Task	Weights	Frequency	Performance
LIFTING	Up to 5 Lbs	F	Books, papers, pens, pencils, telephone, keyboard, file folders, cartridge ribbon cases, telephone, calculator from waist to maximum of shoulder level.
	6-10 Lbs	F	Books, binders, boxes, from waist to maximum of shoulder level.
	11-20 Lbs	F	Books, binders, boxes, from waist to maximum of shoulder level.
	21-25 Lbs	O	Stacks of books, binders, boxes from waist to maximum of shoulder level.
	26-50 Lbs	O	Stacks of books, binders, boxes from floor to waist level.
	51-75 Lbs	N	
	76-100 Lbs	N	
	Over 100 Lbs	N	
CARRYING	Up to 5 Lbs	F	Books, papers, pens, pencils, telephone, keyboard, file folders, cartridge ribbon cases, telephone, calculator from waist to maximum of shoulder level.
	6-10 Lbs	F	Books, binders, boxes, from waist to maximum of shoulder level.
	11-20 Lbs	F	Books, binders, boxes, from waist to maximum of shoulder level.
	21-25 Lbs	O	Stacks of books, binders, boxes from waist to maximum of shoulder level.
	26-50 Lbs		Carry a box of computer paper and stacks of books, binders, from floor to waist level.
	51-75 Lbs	N	
	76-100 Lbs	N	
	Over 100 Lbs	N	
PUSH/PULLING	Up to 5 Lbs	F	File cabinet drawers to retrieve and return files and move chair from one work station to another.
	6-10 Lbs	F	File cabinet drawers to retrieve and return files and move chair from one work station to another.
	11-20 Lbs	F	File cabinet drawers to retrieve and return files and move chair from one work station to another.
	21-25 Lbs	O	Move boxes of files to clear work area and move boxes of computer paper on carpeted and tile areas, 10' to 20'
	26-50 Lbs	O	Move boxes of files to clear work area and move boxes of computer paper on carpeted and tile areas, 10' to 20'
	51-75 Lbs	N	
	76-100 Lbs	N	
	Over 100 Lbs	N	

N - Never O - Occasional 1-33% F - Frequent 34-66% C - Constant 67-100%



NON-MATERIAL HANDLING ACTIVITIES

Tasks	Frequency	Performance
CLIMBING	O	Use three step stool or six step ladder to retrieve materials, books, files, or office supplies from upper shelves and building entrance stairs.
BALANCING	C	Telephone, books, files, binders, folders, pens, pencils, papers, stapler, stapler remover, paper clips, envelopes, markers.
STOOPING (Bending at waist)	F	Open file drawers to retrieve files below waist level sitting or retrieve, books from floor area or pickup materials that fall down from floor area.
KNEELING (One or both knees)	O	Retrieve things that fall on the floor, retrieve files from lower filing cabinets, or as needed to plug into electrical outlets.
CROUCHING (Bending at hips/knees)	F	Filing and lifting boxes, open file drawer at bottom section, to clear space removing a box on floor area, or empty boxes of computer paper and stacking them.
CRAWLING	O	Under desk to plug computer, tower, and printer.
REACHING	C	Open drawers and retrieve files and documents, partial to full arm extention, reach above head to retrieve supplies, to answer telephone, type letters, retrieve books and binders, using computer mouse.
TWISTING/TURNING (Rotation)	C	180 degrees at waist level to access printer, retrieve files, materials, office supplies, assist the public, sitting at desk within work station, answering the telephone, typing, opening drawers, sitting and standing up to 180 degrees at neck, waist and shoulder level.
HANDLING (Manipulated objects)	C	Boxes of files, clerical supplies, telephone, ink cartridges, pens, pencils, papers, folders, and calculator to relay and procure information, using computer mouse, both hands to grip files and books exerting moderate force.
FINGERING (Finger dexterity)	C	Typing letters and reports on computer key board or typewriter, using 10 key calculator by touch, hand writing messages and notes, inputing data in computer, statistical reports, filing, and reviewing files, and using computer mouse, rolodex, tape dispenser.
STANDING	C	Making copies, filing, sorting mail, greeting the public, faxing documents, retrieve clerical supplise, books at shoulder level, opening file drawers, pick up and deliver documents.
SITTING	C	Typing letters and reports on computer key board or typewriter, attending meetings, sorting mail, ansering telephone, greeting the public, reviewing files and other paper work, opening drawer to retrieve files.
WALKING	F	Retrieve paperwork within office and other offices within department up to 50' walking to copy room to make copies, within office doing job duties, walking to storage area, walking to bathroom, meetings, employee lounge, to file room for filing employee information.
GRASPING (Whole hand activities)	C	Office supplies, equipment, file boxes, reams of paper, telephone, files, books pens, pencils, letter opener, stapler, stapler remover, file drawer, papers, computer keyboard and mouse, letter stand, ruler, tape dispenser, filing baskets.

N-Never O-Occasional - 1-33% F-Frequently - 34-66% C-Constant - 67-100%

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I, _____ understand the physical demands, work environment factors and mental functions of this job. I can fulfill the essential functions of this position as described in this job description.

Signature

Date