

**COORDINATOR OF SPECIAL EVENTS**

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for providing technical assistance to organizations who create and sponsor events in the county. Emphasis will be on providing assistance in creating, organizing, and promoting special events to promote tourism. The incumbent will provide technical assistance to organizations wishing to sponsor events and will coordinate the scheduling of activities to facilitate participation in events. Work is performed under general direction with leeway for independently performing many of the duties of the position. Direction, instruction, or guidance may be provided to support staff assigned to publicity and promotion functions.

TYPICAL WORK ACTIVITIES: *The typical work activities listed below, while providing representative examples of the variety of work assignments in the title, do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.*

Provides technical assistance to organizations interested in sponsoring events;

Researches concepts for and proactively initiates events;

Maintains a calendar of all events occurring in the county;

Assists in preparing booklets, pamphlets, leaflets, lectures and other promotional literature;

Contacts media sources to distribute promotional and public relations activities relating to events occurring in the county;

Writes and edits promotional bulletins or releases;

Assists organizations in planning and organizing events by providing guidance and direction in various aspects of administrative detail such as site selection, availability of vendor resources, etc.

**COORDINATOR OF SPECIAL EVENTS****Page 2****FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES, AND PERSONAL CHARAC-**

**TERISTICS:** Good knowledge of techniques used in preparing brochures, newsletters, posters, or other promotional materials; good knowledge of basic practices used to market or promote a locale or community; ability to understand and interpret written material; ability to prepare promotional or other materials for distribution to the public; ability to use multi-media resources in preparing and/or distributing informational or educational messages for the public; ability to locate and verify information about activities, events, and programs; ability to maintain good working relationships with organizations sponsoring events; ability to effectively respond to requests for information and to provide accurate, thorough, and interesting information to the public; enthusiasm for performing activities relating to promotion of special events; and positive outlook about the community.

**MINIMUM QUALIFICATIONS:** Possession of a Bachelor's Degree and two (2) years of experience in performing promotional public relations, event promotion, or journalism activities.

**NOTE:** Your degree or credits must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree or credits were awarded by an educational institution outside of the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at: <https://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

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NYS Civil Service Commission Approval: N/A

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