

MAJOR FUNCTION

This is professional and administrative work conceptualizing, designing, implementing, and managing events and experiences in Downtown Tallahassee. The position oversees existing, planned, and future events to create foot traffic, sense of place, inclusivity, and economic opportunity. This position will be closely involved with sponsorship fulfillment and fundraising to engage sponsors, stakeholders, and community members. This position works closely with The CEO to identify opportunities to grow resources, strategize and create new events & projects to drive value to downtown/our community. It is a collaborative role that needs self-guidance and attention to detail, to ensure necessary approvals and coordination, along with reporting of Return on Investment (ROI) and a flexible schedule that includes regularly working evening and weekend events. Work is performed under the general supervision of the CEO. Accomplishments are judged through conferences, written reports and results achieved.

ESSENTIAL AND OTHER IMPORTANT JOB DUTIES**Essential Duties**

Planning and on-site management of numerous Downtown events and other projects and programs aimed at public space activation in and around Downtown. Oversight and management of all Tallahassee Downtown events, including but not limited to: *Downtown Marketplace* on Park Avenue, *Downtown Concert Series* at Cascades Park, *Adams Street Flea* night market, *Movies in the Park*, *Sounds of Downtown* music crawl, *Countdown Downtown* new years eve concert. This position will be responsible for managing existing events and with creating new events that can be co-hosted with other community partners. Develop proposals and budgets for new events and programs. The *Downtown Marketplace* includes 40+ events per year and requires on-site management nearly every Saturday. Vendor and sponsor requirement and retention. Planning and coordination with City staff and other community partners. Coordination and communication about events to sponsors, attendees, and vendors before, during, and after event. Event logistics, before, during, and after event. Coordinating all logistic and onsite plans for Downtown Marketplace and vendors. Ensure proper plans and procedures are in place for inclement weather and safety protocols. Manage payments, receipts, and deposits for vendor fees. Collect rental fees and issue receipts to vendors. Post payment & deposit receipts to bank in a timely fashion. Prepare and fill out reports on vendors and attendees. Communicate and build relationships with consultants, vendors, performers, and attendees/customers. Prepare and accept vendor and musician forms. Regularly conduct surveys of events, attendees, vendors and musicians for feedback. Ensure Sponsor benefits are secured and carried out. Manage sponsor relations, ensuring sponsor needs and agreements are properly incorporated into the planning, implementation, and marketing of the event or initiative. Identify and recruit vendors & businesses & musicians for downtown market & other events, including nonprofits, community groups, colleges & Universities, COCA, and City Departments. Plan seasonal and special events to further attract attendees, especially as it relates to our market. Develops grant proposals to secure additional funding for events and programming. Research, develop and implement best practices for sustainable, attractive events. Measure ROI for events, analyzing a project's success and prepare reports accordingly. May include handling social media posts for the market & events, photos of vendors, etc. Communicate with adjacent city departments on the logistics of the event. Other related organizational duties. Work with CEO of TDIA, and contractors and staff on communications/marketing plan for the event.

Other Important Duties

Completes special projects as assigned. Performs related work as required.

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills**

Thorough knowledge of special event/program management, record keeping and fiscal procedures. Prior experience with producing and participating in special events with a focus on live music and performing arts is a plus. Prior experience creating and/or managing educational and promotional programs is a plus. Ability to provide excellent customer service. Creative with a strong aesthetic sense for programming of immersive, engaging environments for events. Ability to effectively and persuasively communicate verbally and in writing. Ability to think critically, solve problems and handle multiple projects and deadlines. Ability to use Microsoft Word, Excel, Email, Facebook, Instagram, and Twitter. Ability to work flexible schedules, available on some nights and most weekends; dependable and timely. Ability to establish and maintain effective working relationships as necessitated by the job. Maintain effective working. Skill in public relations.

Minimum Training and Experience

Possession of a bachelor's degree and four years paid or volunteer experience in event and/or special program planning and management; or an equivalent combination of training and experience. An additional two years of experience can be substituted for a bachelor's degree.

Necessary Special Requirements

Must possess a valid Class E State driver's license at time of appointment.

Established: 11-10-21
Revised: 11-18-21
09-22-23
07-09-24