

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. There is a component of 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 availability for 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**

Coordinate events hosted by Tallahassee Downtown. Serve as a champion and liaison for creative placemaking, economic development opportunities, and event strategies. Coordination and scheduling of Downtown Marketplace and other hosted TDIA events. Handling of Downtown Marketplace, with 40+ events, including interacting with vendors and attendees. 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. 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 Executive Director 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 office management, record keeping and fiscal procedures. 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 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 two years paid or volunteer experience in event planning or funding raising; or an equivalent combination of training and experience.

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