

## EVENTS DIRECTOR

### DEFINITION

Plans, coordinates, and oversees the logistics and execution of various special events and conferences for District leaders.

### TYPICAL DUTIES

Oversees and directs various District events which includes the establishment, monitoring, and evaluation of timelines and projected costs.

Communicates with the Office of the Superintendent and various District departments and committees to determine even needs.

Coordinates and collaborates with various District departments and stakeholders regarding event details such as scheduling, logistics, and various event needs including vendor and sponsor coordination, delivery services, transportation services, catering, audiovisual, health and safety, and custodial needs.

Supervises, coordinates, and assists with the onsite production, setup, and breakdown of events.

Coordinates with event venues, appropriate law enforcement agencies, cities, and counties to negotiate fees and contracts, coordinate street closures and fire marshal approvals, and verify all necessary event documentation is in order.

Ensures compliance of District events with relevant health, safety, and Americans with Disabilities Act (ADA) regulations and laws.

Develops and maintains professional relationships with event sponsors and various stakeholders to coordinate event-related matters and to continue partnerships.

Coordinates and participates in the development, preparation, and distribution of a variety of marketing and promotional materials in support of special events and meetings such as registration lists, badges, seating charts, labels, gift bags, etc.

Develops, coordinates, and maintains the District's events calendar.

Solicits and analyzes feedback from event organizers and participants to evaluate the success of events and identify areas for improvement.

Develops and implements policies, procedures, and best practices for events.

Prepares reports and maintains accurate documentation and financial records of all events.

Supervises event personnel.

Performs related duties as assigned.

### DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

The Events Director works with various District offices to plan, coordinate, and oversee the execution of various special events and conferences for the District.

The Senior Advisor, Office of Communications plans and implements the District's social media and digital media activities.

## SUPERVISION

The Events Director receives general direction from the Senior Advisor, Office of Communications. Supervision is exercised over lower-level staff. Work direction may be provided to technical and clerical staff assisting with an event.

## CLASS QUALIFICATIONS

### Knowledge of:

- Principals of supervision
- Methods and techniques involved in managing, coordinating, and planning events
- Preparation of contracts and contract terminology
- Union provisions as they pertain to event planning and staffing
- Event scheduling and booking principles and procedures
- Lighting, sound, and stage equipment
- Audio/Video (A/V) terminology
- Health and safety codes, laws and regulations
- Americans with Disabilities Act (ADA) laws
- Federal, state, and municipal laws and regulations governing public assembly
- Basic public relations, diplomacy, conflict resolution and customer service skills
- Procedures of estimating event costs and record keeping techniques
- Basic arithmetic
- Microsoft office

### Ability to:

- Plan, organize, and coordinate events with external agencies and organizations
- Plan, organize, and prioritize work to meet deadlines
- Oversee multiple projects and issues while working effectively under pressure
- Establish and maintain effective and harmonious working relationships with other employees, officials of the District and other agencies, students, families, and the public
- Plan and direct a variety of activities
- Exercise independent judgment and initiative
- Prepare and negotiate contracts and agreements
- Handle sensitive and complex issues
- Operate staging and audiovisual equipment
- Coordinate crowd control and security procedures
- Supervise, coordinate, and schedule the work of assigned staff
- Communicate effectively both orally and in writing
- Prepare detailed reports and maintain accurate financial records
- Make arithmetic computations

### Special Physical Requirements:

- Safely push, pull, and/or lift up to 50 pounds with assistance
- Stand and walk for long periods of time.

## ENTRANCE QUALIFICATIONS

### Education:

Graduation from a recognized college or university, with a bachelor's degree preferably in communications, public relations, hospitality, or business administration. Additional qualifying experience may be substituted for the required education on a year-for-year basis, provided that the requirement of a high school diploma or equivalent is met.

### Experience:

Four years of experience planning, coordinating, and overseeing events such as press conferences, dignitary visits, school and job fairs, festivals, ceremonies, or large scale meetings for executives.

### Special:

A valid driver's license to legally operate a vehicle in the State of California and the use of a motor vehicle, or the ability to utilize an alternative method of transportation.

## SPECIAL NOTES

The incumbent in this classification may be required to work evenings and weekends.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Entrance requirements are representative of the minimum level of knowledge, skill, and/or abilities. To the extent permitted by law, management retains the discretion to add or change typical duties of a position at any time, as long as such addition or change is reasonably related to existing duties.

New Class

01-05-22

BM/MM