

RECREATION / SPECIAL EVENTS /MARKETING DIRECTOR

GENERAL DEFINITION OF WORK:

Performs skilled work in planning, organizing, coordinating and promoting the Town's festivals and events, community activities or branding efforts, parks and beach front activities. This position is highly responsible and works independently; reports to and is under the direct supervision of the Town Manager. Serves as the liaison for Mayor, Council, Manager and staff.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

- Plans, organizes, and directs community-wide events.
- Oversees recreation operation and activities at Town Park and beach front
- Responsible for coordinating marketing and public relations and branding effort as directed.
- Oversees Town's digital and social media, and public information.
- Coordinates towns' involvement in operations of festival/events via media outlets.
- Seeks grants and supplemental resources for department programs.
- Develops and maintains relationships with Atlantic Beach merchants and business/and owners affected by festival/events; Town Boards.
- Directs and consults Citizen Advisory Committees as assigned by the Manager.
- Maintains active relations with the Carteret County Chamber of Commerce, Tourism Development Bureau, Board of Realtors, Carteret County Parks & Recreation, and other civic groups as directed by the Manager.
- Develops and maintains relationships with all necessary Town government entities including, but not limited to, Public Works, Police, Fire & EMS, and Inspections, Planning and Development.
- Facilitates meetings with groups and follows up on all details to assure needs of groups are being met.
- Performs related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of standards, practices of event management including but not limited to project management, staging an event, risk management, site procurement, communications and consumer/vendor relations.
- Knowledge of community resources, volunteer, funding, and development resources.
- Knowledge of database management, graphic design and basic computer skills in Word, Excel and Publisher.
- Knowledge of legal agreements and binding contracts.
- Skill in planning and coordinating large scale events.
- Skill in public relations.
- Skill in operating audiovisual, sound, and lighting equipment.
- Skill in oral and written communication.

EDUCATION AND EXPERIENCE:

Desire Bachelors degree from an accredited college or university, preferably with recreation, marketing, or related field; 2 to 5 years municipal government experience in recreations, special events, or marketing; or any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

PHYSICAL REQUIREMENTS:

Must be physically able to exert up to ten - forty pounds of force occasionally or frequently to lift, carry, push, pull, or otherwise move objects. Sedentary work involves sitting most of the time, but may involve walking or standing for brief periods of time. Must be able to lift and/or carry weights of approximately twenty pounds. Requires the ability to stoop, kneel, and reach. The job may risk exposure to bright/dim light, dusts and pollen, extreme heat and/or cold, wet or humid conditions.

SPECIAL REQUIREMENTS:

Possess valid North Carolina drivers license. Able to work flexible hours.