ASHEVILLE, NORTH CAROLINA

Classification Specification

Manager, Community Events
Job Code: 8525
FLSA: Exempt

Purpose of Classification:

The purpose of this classification is to supervise operations and staff involved in developing community events and permitting of outdoor public spaces for events, to develops policies, processes, and systems to facilitate the operation of special events held within public spaces, to manage partnership programs, and to manage commercial film and photography within public spaces.

Distinguishing Characteristics:

This is a single level classification.

Essential Functions:

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Supervises, directs, and evaluates assigned staff: plans, directs and reviews work of individuals and the team; processes employee concerns and problems and counsels as appropriate; recommends discipline, disciplinary actions, or discharge; completes employee performance appraisals and salary increases; participates in interviews and makes hiring recommendations; acts as a liaison between employees and management; and trains staff in operations, policies, and procedures.

Organizes, prioritizes, and assigns work: prioritizes and schedules work activities in order to meet objectives; develops and oversees employee work schedules to ensure adequate coverage and control; ensures that subordinates have the proper resources needed to complete the assigned work; monitors status of work in

progress and inspects completed work; consults with assigned staff to assist with complex/problem situations and provide technical expertise; provides progress and activity reports to Director, Community & Economic Development; and updates and maintains department standard operating procedure manuals.

Develops community events: researches and analyzes trends, returns, best practices, demographic and economic data; develops improvements to processes and recommendations on fee changes, policy development and implementation of City initiatives; provides education and resources to community; conducts training and education workshops; conducts site visits and tours; coordinates with community members, event producers, and commercial film and photography project personnel; develops event schedules, site plans, and plans for required resources; and compiles permit application materials.

Manages the outdoor event permit process; receives and responds to permit requests for events; provides information and responds to questions regarding permitting processes and requirements; creates related policy and procedures manuals, forms, and tools; updates webpages and electronic documents; generates and distributes permit applications; authorizes and signing final permits and approvals.

Performs related administrative duties: maintains property schedules and event calendars; calculates and collects fees; receives and reviews proof of compliance documentation; maintains databases; generates reports; maintains cost accounting documentation; and monitors performance measurements and outcomes of programs, including the issuance and resolution of permit violations.

Performs public relations duties and serves as a liaison to various committees: develops, manages and evaluates event partnership programs, including setting goals and objectives and tracking City's financial investments and returns; provides technical expertise, advice, and direction regarding event development and management to City Council and committees; drafts and presents reports; makes funding, programming and partnership recommendations; leads City's cross-department event review team; and coordinates work activities with various outside governing and independent agencies, such as the County Health, Sheriff, NC Department of Transportation, NC Film Office, Convention & Visitors Bureau, and Chamber of Commerce.

Communicates with City administrators and elected officials, supervisor, subordinates, other City employees, event promoters, film industry professionals, the public, outside agencies and organizations, and other individuals as needed to coordinate work activities, review status of work, exchange information, or resolve problems.

Processes a variety of documentation associated with department/division operations, within designated timeframes and per established procedures: receives, reviews, prepares, completes, processes, forwards or retains as appropriate various forms, reports, correspondence, event proposals and applications, partnership proposals and contracts, post-event and after-action reports, checks and payments, billing statements, financial records and documentation, training materials application guides and forms, and other documentation; compiles data for further processing or for use in preparation of department reports; and maintains computerized and/or hardcopy records.

Operates a personal computer to enter, retrieve, review, or modify data, utilizing word processing, spreadsheet, database, presentation, Internet, e-mail, or other software; and operates general office or other equipment as necessary to complete essential functions.

Additional Functions:

Performs other related duties as required.

Minimum Qualifications:

Bachelor's Degree in Business, Marketing, Public Administration, or a related field required; supplemented by five years of experience in event management, marketing, or related field; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Specific License or Certification Required: Must possess and maintain a valid North Carolina driver's license.

Specific Knowledge, Skills, or Abilities: Must be able to demonstrate proficiency in performance of the essential functions and learn, comprehend, and apply all City or departmental policies, practices, and procedures necessary to function effectively in the position.

Performance Aptitudes:

Data Utilization: Requires the ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.

Human Interaction: Requires the ability to act as a first-line supervisor, including instructing, assigning and reviewing work, maintaining standards, coordinating activities, and evaluating employee job performance.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, and/or advisory data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; ability to calculate decimals and percentages; may include ability to perform mathematical operations with fractions; may include ability to compute discount, interest, and ratios; may include ability to calculate surface areas, volumes, weights, and measures.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

ADA Compliance:

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, depth, texture, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

The City of Asheville is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.