

SPECIAL PROJECTS COORDINATOR

Class Title: Special Projects Coordinator

Department: General

Supervisor: Mayor

Supervises: None

Class Characteristics: Under the general direction of the Mayor, plans, organizes, directs, coordinates and evaluates all activities and programs related to community events, downtown development, promotion and aesthetics, and external relations. Will serve as a Main Street Manager under the Kentucky Main Street Program, if the City of Versailles becomes a member.

General Duties and Responsibilities:

Essential:

1. Manage pavilion and stage areas and maintain active calendar of diverse community events.
2. Maintain relationships with Legacy Partners.
3. Organize downtown stakeholders to create nonprofit entity focused on downtown improvements and promotion.
4. Work on aesthetics of downtown buildings and public spaces, including but not limited to street pole banners and flowers.
5. Recruit new and support existing businesses downtown.
6. Organize Christmas events and decorations.
7. Organize Fourth of July events.
8. Organize Halloween events and decorations.
9. Coordinate volunteers for city events.
10. Manage City of Versailles social media presence across all relevant platforms.
11. Publish City Newsletter at regular intervals.
12. Develop and disseminate internal employee newsletter.
13. Work with economic development consultant and others to create marketing material for business attraction and expansion.
14. Organize annual employee events such as Health Fair, Christmas Lunch, etc.
15. Actively seek outside sponsors to help fund city events.
16. Other duties as assigned by Mayor.

Non-essential: None.

DESIRABLE QUALIFICATIONS

Training and Experience: Graduation from high school or equivalent supplemented by at least five years of experience in either event planning or communications/ marketing.

Special Knowledge, Skills and Abilities:

Knowledge:

1. Knowledge of existing Versailles events, businesses and related entities.
2. Knowledge of basic budget management.
3. Knowledge of social media platforms.

Skills:

1. Organizational skills.
2. Communication skills.

Abilities:

1. Ability to work with minimum supervision.
2. Ability to work with a variety of stakeholders.
3. Ability to manage several tasks at one time.
4. Ability to write and speak effectively.

ADDITIONAL INFORMATION

Instructions: Very general; must use own judgment most of the time.

Processes: Must frequently refine existing methods and develop new techniques, concepts, or programs within established limits or policies.

Review of Work: Job performance is monitored by the Mayor.

Analytical Requirements: Analysis of event statistics, economic impacts, and social media feedback.

Tools, Equipment and Vehicles Used: Computer and cell phone.

Physical Demands: Work is performed in an office or remotely, with some work outside. Frequent movement to various sites within the core of the city. Intermittent sitting, standing, walking, climbing, bending, carrying, stretching and stooping required. Must be able to lift objects up to 25 lbs.

Contacts: Frequent public and internal contacts requiring tact and diplomacy are requirements of the job.

Confidential Information: Some use of confidential information.

Mental Effort: Heavy.

Interruptions: Constant.

Special Licensing Requirements: Must possess and maintain a valid driver's license issued by the Commonwealth of Kentucky.

Availability: Must be available to work events, including after hours and weekends, and attend City Council meetings periodically.

Certification Requirements: None.

Additional Requirements:

Overtime Provision: Exempt.

Grade: 33