

**CITY OF SOLVANG  
JOB DESCRIPTION  
MARKETING AND EVENTS COORDINATOR**

The examples of functions listed in this class specification are representative but not necessarily exhaustive or descriptive of any one position in the class. Management is not precluded from assigning other related functions not listed herein if such functions are a logical assignment for the position. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of a job, on a case-by-case basis.

**THE POSITION**

Under the general direction of the Parks and Recreation Director. The Marketing and Events Coordinator will manage operations and activities for Solvang USA/Visit Solvang, the City of Solvang including special events, film permits, tourism, and recreation. All programs are designed to position Solvang as a premier, year-round vacation destination by attracting visitors to the area, increasing occupancy rates and tourism spending, maximizing the number of offseason and return visitor trips also catering to the needs of Solvang residents. This position is a represented position.

**EXAMPLES OF DUTIES**

- Prepares and publishes marketing materials, memorandums, press releases and quarterly calendars.
- Assists with the tourism marketing & operations budget and assist in the Park and Recreation budget.
- Oversee and integrate all aspects of marketing for tourism, special events and recreation for Solvang.
- Advertising, website, digital and social media management, collateral development, public relations, partnership, and research.
- Manages all aspects of the Special Events application process within the City and coordinates meetings with event applicant, law enforcement, City Public Works and all other involved parties, collects and deposits all fees, processes supporting paperwork and insurance. Works with City departments and divisions to coordinate and share pertinent information related to special events in a timely manner.
- Manages all aspects of the film permit application process within the City, coordinates meetings with all involved parties, collects and deposits all fees, processes supporting paperwork and insurance.
- Oversees Marketing Consultants.
- Works with the Solvang Visitors Center, agencies, community partners and the public to create, update, maintain and input City sponsored and public events and information on all City's websites.
- Responds to all inquiries for special events and marketing from City's websites and emails.
- Reviews website to ensure data is accurate and up to date.
- Develop and oversee systems for tracking and reporting marketing activities.
- Attend key events and tourism related events.
- Conduct research for economic impact of tourism and program effectiveness.
- Manage stakeholder, partner and supplier relations.
- Act as a liaison between event producers and City of Solvang.
- Create the annual Julefest event.
- Files records in City's electronic filing storage system on a regular and routine basis.
- Assists the Park and Recreation Department with community recreation events and programming.
- Develops a sponsorship program to submit and obtain grant funding from various sources.

## **ESSENTIAL FUNCTIONS**

- Proficient use of Microsoft Office programs, such as MS Word, MS Excel, and PowerPoint.
- Assist the Recreation and Parks Department.
- Excellent communication skills, both written and oral.
- Excellent public speaking and presentation skills.
- Exceptional customer service skills.
- Ability to work and make decisions proactively, take the initiative, prioritize, plan and meet deadlines.
- Comfortable collaborating and working with a team.
- Demonstrated knowledge of the tourism industry, its vocabulary, and its unique sales and marketing needs.
- Solid organizational skills and ability to multitask.
- Ability to work evenings and weekends.

## **LICENSE REQUIRED**

Possession of a valid California Driver's license.

## **PHYSICAL DEMANDS**

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **PHYSICAL REQUIREMENTS**

**Strength:** Medium- exert force of 20-50 pounds occasionally, or 10-25 pounds frequently, or up to 10 pounds constantly to lift, carry, push, pull or move objects. Negligible force constantly to lift, carry, push, pull or move objects; May involve significant standing, walking, pushing and/or pulling; Constant sitting, Frequent fingering, typing and frequent extension of the neck upward, downward and side to side; Occasional standing, walking, bending, stooping, crouching, pushing, pulling, twisting at the waist, handling, gripping, grasping, reaching at, above and below shoulder level; On rare occasion, kneeling, climbing stairs and ladders.

**Vision:** Visual acuity which could be corrected sufficiently to perform the essential functions of the position.

**Hearing:** Effectively hear/comprehend oral instructions and communication.

## **ENVIRONMENTAL CONDITIONS**

- Works indoors and outdoors constantly, may work in seasonal climate weather conditions.
- Constantly uses a computer.
- May occasionally be exposed to moderately loud noises when outdoors and dust indoors.

## **EDUCATION AND EXPERIENCE**

- Bachelor's degree in business, hospitality and tourism, marketing, communications, or public relations preferred but not required.
- Two (2) years of experience in hotel, hospitality and tourism, economic development required.

I acknowledge that I have received a copy of this job description and understand its contents.

Employee Signature

Date