

## EVENTS COORDINATOR

**DEPARTMENT** : **CULTURE & ARTS**  
**SALARY** :  
**FLSA** : **EXEMPT**  
**CIVIL SERVICE** : **INCLUDED**  
**BARGAINING UNIT** : **NON-BARGAINING**

### GENERAL STATEMENT OF DUTIES

Professional position responsible for marketing and managing meeting/event facilities and services for the Waterloo Center for the Arts, RiverLoop Amphitheatre and RiverLoop Expo Plaza. Oversees and maintains a master event calendar, coordinates all aspects of events including contract negotiations with renters, event budgets and coordination, creates new events, recruits, hires and supervises facilities/event staff and manages volunteers. Manages beverage licenses and service at RiverLoop Expo Plaza, RiverLoop Amphitheatre and Waterloo Center for the Arts. The work is performed under the general direction of the Culture & Arts Director but considerable leeway is granted for the exercise of independent judgment and initiative. Supervises paid and volunteer facilities maintenance employees.

### EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

These functions are considered essential for successful performance in this job classification.

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| <ol style="list-style-type: none"><li>1. Coordinates all aspects of event planning including arrangements for staffing, equipment (tents, lighting, sound, stage, tables, chairs, parking, additional toilet facilities), beverage and alcohol sales, insurance and licenses, safety and security, waste removal and clean-up, entertainment and food vendors.</li><li>2. Collects all event revenues from space rentals, service/equipment fees, alcohol sales and event admissions; manages petty cash and cash drawers; completes appropriate forms to record and document monies received and deposits made on behalf of the Waterloo Center for the Arts and RiverLoop Association, Inc.</li><li>3. Submits all bills for payment processing by the City of Waterloo and RiverLoop Association Inc. in accordance with established policies and procedures; works within approved budgets.</li><li>4. Prepares and submits a profit/loss report for each event and maintains, generates and presents financial reports to the RiverLoop Association Inc. and the City of Waterloo.</li><li>5. Working closely with other WCA staff, develops ideas to creatively promote events.</li></ol> | <ol style="list-style-type: none"><li>6. Actively promotes and markets the Waterloo Center for the Arts and RiverLoop facilities and services to a wide range of potential rentals.</li><li>7. Maintains a master calendar of all events at the Waterloo Center for the Arts and RiverLoop facilities and makes calendar information available to other staff members.</li><li>8. Develops and implements festivals, fairs, performances and other events to produce revenues and maximize usage of facilities.</li><li>9. Supervises the Building Manager and Assistant Building Manager as well as other paid and volunteer staff engaged in facilities maintenance, event set-up/teardown and delivery of event services; assists in supervising interns and volunteers as it relates to event coordination.</li><li>10. Works closely with Center for the Arts staff City of Waterloo Leisure Services, Building Maintenance and other City departments to keep facilities properly maintained.</li><li>11. Serves as staff liaison to Friends of the Arts Center Board of Directors.</li><li>12. Works with partnering organizations on collaborative projects.</li><li>13. Assists in organizing, implementing and promoting the annual arts and crafts festival and other fund raising events.</li></ol> |
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14. Prepares and presents written and verbal reports and communications as requested by the Culture & Arts Director.
15. Maintains favorable public relations with organizations, institutions and the media regarding Center for the Arts and RiverLoop events.
16. Participates in strategy and planning related to Center for the Arts programs and activities.
17. Attends training sessions related to events marketing and programming.
18. Compiles data, prepares reports, performs data entry and completes forms on personal computer using the applicable software.
19. May assist with other Center for the Arts programs and activities as needed and provides technical support to other staff members.
20. May be required to travel within the United States by passenger vehicle or plane.
21. Works independently and with others with minimum supervision.
22. Attends work regularly at the designated place and time.
23. Performs all work duties and activities in accordance with City policies, procedures and City, OSHA and Center for the Arts safety rules and regulations.
24. Performs all other related duties as assigned.

**REQUIRED KNOWLEDGE & ABILITIES**

1. Knowledge of all aspects of event planning and coordination including staffing needs, equipment, alcohol licensing and sales, insurance, security, vending and entertainment.
2. Knowledge of money handling as it relates to special events, fees for space rentals, service and equipment fees, event admission and alcohol sales.
3. Ability, without direct supervision, to plan, organize and carry out all activities necessary to complete individual job assignments in a timely and efficient manner.

4. Ability to communicate effectively orally and in writing and respond to questions from the public, business organizations, facility users, media and coworkers tactfully and in a clear, concise and easily understandable manner.
5. Ability to supervise and direct volunteers, paid staff and contractual employees in the delivery of event programs and services.
6. Ability to use independent judgment to formulate ideas.
7. Ability to establish and maintain excellent relationships with members of the public, coworkers, community groups, businesses and organizations.
8. Ability to operate a personal computer and working knowledge of Microsoft Office including Word, Excel and Outlook.
9. Ability to work independently with minimum supervision.
10. Ability to work with people from a broad variety of social, economic, racial, ethnic, cultural and educational backgrounds.

**ACCEPTABLE EXPERIENCE & TRAINING**

1. Bachelor's Degree from an accredited college or university in Marketing, Management, Public Relations, Communications or a closely related field with a minimum of one year professional experience in events scheduling or coordination (volunteer experience, an internship or other unpaid experience will be considered if verifiable).

**OR**

- Any equivalent combination of education and experience that provides the knowledge, skills and abilities necessary to perform the work.
2. Work experience must be verifiable with an educational or cultural institution or other agency or business.
  3. Proficiency with personal computers and word processing and experience using a variety of communications, data and image management software programs including QuickBooks and digital scheduling software.
  4. Experience with contracting as it relates to event

planning.

5. Experience with cash handling, profit/loss reporting and creating financial statements.
6. If using a City vehicle, must have Iowa Driver's License and good driving record based on the City of Waterloo driver performance criteria. A Class D license with endorsement 2 for driving a non-commercial vehicle weighing up to 26,000 pounds will be required after hire. A candidate with any of the following will not be allowed to drive a City vehicle: loss of license for any reason during the period of candidacy for employment, if the candidate remains without a valid, current license for the position when the City issues an offer of employment; loss of license, plea of guilty, plea of no contest or its equivalent or conviction for OWI, reckless driving or other major moving violation within the previous five years; four or more citations for moving violations within the previous three-year period, excluding speeding violations of 10 mph or less over the posted speed limit; three or more citations for moving violations within the previous one-year period. After appointment to the position, disciplinary action or continuing employment status may be reviewed for the following: four or more moving violations within the previous three years, three or more moving violations within the previous one year or loss of license or conviction for OWI, reckless driving or other major moving violation within the previous five years; two or more at-fault accidents within a three-year period while driving on City business; a combination of three or more at-fault or not-at-fault accidents within a three-year period. An applicant's driving record will be reviewed prior to an offer of employment and at least annually after hire.

#### **ESSENTIAL PHYSICAL ABILITIES**

The following physical abilities are required with or without accommodation.

1. Sufficient speech and hearing that permits the employee to respond to questions from the public, facility users, community groups and coworkers in person or on the telephone.

2. Sufficient vision to work with facility users in planning layouts, setups and other needs.
3. Sufficient personal mobility that permits the employee to safely operate a passenger vehicle, move from one location to another within the Center for the Arts facilities, RiverLoop Expo Plaza and RiverLoop Amphitheatre, attend meetings or other activities at various City and community facilities.
4. Sufficient strength to lift and carry objects weighing up to fifty pounds.

#### **MISCELLANEOUS**

1. The City of Waterloo will conduct a background investigation including employment, education and criminal history checks on any applicant being considered for this position.
2. Following a conditional offer of employment, the City of Waterloo reserves the right to require a physical examination, including a drug test, by a physician of the City's choice to determine if an applicant is capable of performing the essential functions of the position.
3. Required to submit to and successfully pass Civil Service testing including panel interview.

#### **WORK SCHEDULE**

Generally 9:00 am to 6:00 pm Monday through Friday with one hour unpaid lunch. Must also be available for Center for the Arts or other City activities or meetings that require the attendance of the Events Coordinator. Occasional weekend and evening hours especially during the summer months.