

CITY OF CHATTANOOGA

Classification Specification Title: Manager Special Events

Department: Parks & Outdoors

Pay Grade: GS.13

**Supervision Received From: Director Special Events &
Parks Programming**

FLSA Status: Exempt

Established: 7/15/22

Supervisory Responsibility For: None

**Revision Dates: 4/16/25;
10/20/23; 1/11/23**

CLASSIFICATION SUMMARY:

Incumbents in this classification are responsible for researching and securing venues, planning and managing the City's events calendar, negotiating quotes and agreements with vendors, event marketing, monitoring timeframes and budgets, networking, and delivering on event brief objectives. Incumbents will also be responsible for developing strategies to market programs, activities, and events to attract public, private, and stakeholder involvement and opportunities to activate and promote the City's open spaces. Guides event producers through the Special Events Process. Work requires limited supervision and the use of independent judgment and discretion. May supervise lower-level staff as assigned by the Director of Open Space.

SERIES LEVEL: The Manager of Special Events Manager is a stand-alone position.

ESSENTIAL FUNCTIONS:

(The following duties ARE NOT intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.)

Works with the Director of Open Spaces to introduce and enact policies and procedures over the Special Event Permitting Process and drafts ordinance changes as needed.

Works with community organizations to coordinate the City's participation in or involvement with select celebrations that promote the City's mission and values.

Works with the Communications Department to promote and garner media coverage for Chattanooga's events and activities regionally, statewide, nationally and internationally, working with all media.

Coordinates activities for Signature City parks – Coolidge Park, Renaissance Park, Ross's Landing, Chattanooga Green, Walnut Street Bridge, Miller Park, and any other public space as directed by the Open Spaces Director.

Responsible for ensuring a calendar listing of all special events and Open Space programs are available to the public.

Coordinates and schedules all Special Event Committee meetings, to include internal and public meetings, ensuring representatives from various city departments will be in attendance to communicate directly with event organizers and staff.

Oversees, reviews, analyzes and prepares reports related to programming revenues, expenditures, program attendance and/or other related items.

Evaluates, recommends and facilitates the procurement of equipment, supplies and capital needs to ensure efficient and effective operations.

Evaluates and forecasts community and industry trends to ensure services that are up-to-date and relevant.

Prepares and administers multiple budget proposals; prepares cost estimates for budget recommendations, submits justifications for budget items; monitors and controls expenditures.

Manages purchasing card activities and performs statement reconciliations.

Evaluates operations, facilities and programming, and identifies areas of opportunity, ensuring patron accessibility and safety.

Resolves problems, in person and over the telephone, to internal and external customers by responding to requests for information, complaints, concerns and/or other related inquiries.

Coordinates the development, distribution and analysis of surveys.

Solicits sponsorship for events, prepares related proposals, and conducts negotiations with sponsors.

Develops strategies to market programs and activities to attract public, private, and stakeholder involvement.

Creates, manages, and sustains high value special events for the City of Chattanooga.

Manages major aspects of small and large events, waterfront events, filming activities, works in conjunction with multiple civic events across a multitude of parks and roadways.

Must meet regular attendance requirements.

Must be able to maintain good interpersonal relationships with staff, co-workers, managers and citizens.

Must accomplish the essential functions of the job, with or without reasonable accommodations, in a timely manner.

Performs other duties as assigned.

DEPARTMENT SPECIFIC DUTIES (if any):

MINIMUM QUALIFICATIONS: Bachelor's Degree in Marketing, Business, Organizational Management or a related field, and four (4) years increasingly responsible special event management, safety/emergency response experience, special event transportation design, park maintenance, recreation, or sports experience; or any combination of equivalent experience and education.

LICENSING AND CERTIFICATIONS: Valid Driver's License

SUPPLEMENTAL INFORMATION:

Knowledge of area public and civic organizations and associations; public relations and marketing principles; budgeting principles; procurement principles and practices; applicable Federal, State, and Local laws, ordinances, codes, rules, and regulations; and program coordination principles and practices.

Skill in providing customer service; interpreting, applying, and communicating applicable laws, ordinances, codes, rules, and regulations; using a computer and related software applications; monitoring budgets; marketing programs; applying independent judgment, personal discretion, and resourcefulness in interpreting and applying guidelines; identifying appropriate community resources based on applicable situations; and, establishing and maintaining effective working relationships with other employees and those contacted in the course of the work.

PHYSICAL DEMANDS:

Positions in this class typically require reaching, standing, walking, fingering, grasping, feeling, talking, hearing, seeing and repetitive motions.

WORK ENVIRONMENT:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently and/or negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for Sedentary Work and the worker sits most of the time, the job is rated for Light Work. Incumbents may be subjected to fumes, odors, dusts, poor ventilation and extreme temperatures.

SPECIAL REQUIREMENTS:

Safety Sensitive: N

Department of Transportation - CDL: N

Child Sensitive: Y

The City of Chattanooga, Tennessee 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 encourage both prospective and current employees to discuss potential accommodations with the employer.