

## **DIRECTOR OF SPECIAL EVENTS**

**DISTINGUISHING FEATURES OF THE CLASS:** The Director of Special Events is responsible for coordinating all City of Albany festivals, celebrations and special events, as requested by the Mayor, to improve the quality of life for City residents. The incumbent oversees all aspects of the production of dynamic, accessible, culturally diverse events, including the coordination of site plans, music selection, recreational activities, vendor contracts, advertising, marketing and volunteer solicitation. The incumbent is responsible for fund-raising efforts designed to finance a broad range of education, cultural and recreation programs to promote and gain the good will of the community. The incumbent will serve as a liaison between the City Of Albany and outside organizations coordinating their own cultural events, and will work closely with economic development and heritage tourism groups to promote cultural activities and public engagement with the City Of Albany. Work is performed under the general direction of the Mayor and the Commissioner of Administrative Services.

### **TYPICAL WORK ACTIVITIES:** (Illustrative Only)

- Oversees the coordination and planning of all City-sponsored events directed by the Mayor;
- Supervises special events staff, event managers and coordinators, as well as volunteers and employees of other City departments, when necessary;
- Establishes effective working relationships with vendors, contractors, local business owners, community groups and other City departments, Capitalize Albany and heritage tourism groups;
- Produces multi-cultural events from creation to completion;
- Initiates and maintains contacts with numerous governmental agencies, non-profit organizations, corporations and foundations to learn more about funding opportunities;
- Strives to build and nurture effective business relationships to increase visibility and promote community event awareness;
- Ensures the compliance of State and local rules and regulations;
- Oversees departmental budget;
- Acts as liaison and resource for other departments who are planning independent events or gatherings within the City;
- Oversees the coordination of activities between various City departments, Special Event coordinators, vendors, local business owners and volunteers to ensure that events are successful;
- Enters and retrieves information in an automated information system;
- Performs related work as required.

### **FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

- Good knowledge of State and local rules and regulations relating to event preparation;

- Good knowledge of the City’s geography;
- Good knowledge of and contacts with local and national companies/corporations for sponsorship purposes;
- Good knowledge of social media outlets & current event trends;
- Working knowledge of entertainment industry standards & limitations for contracts;
- Working knowledge of personal computers and office equipment including Microsoft Office;
- Ability to communicate effectively, both orally and in writing;
- Ability to establish and maintain effective working relationships;
- Ability to plan and supervise the work of others;
- Ability to work independently;
- Ability to successfully manage multiple projects and tasks;
- Strong interpersonal and presentation skills;
- Detail-oriented, adaptable, organized;
- Tact and courtesy;
- Good judgment;
- Dependability;
- Integrity;
- Neatness;
- Physical condition commensurate with the demands of the position.

**MINIMUM QUALIFICATIONS:**

- (A) Graduation from a regionally accredited or New York State registered college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor’s degree and two (2) years of paid fulltime (or it’s part-time equivalent) management experience in a sales, marketing, art education, event management, special events, cultural affairs, or arts & entertainment field; **OR**
- (B) Graduation from a regionally accredited or New York State registered college or one accredited by the New York State Board of Regents to grant degrees with an Associate’s degree and four (4) years of paid fulltime (or it’s part-time equivalent) management experience in a sales, marketing, art education, event management, special events, cultural affairs, or arts & entertainment field; **OR**
- (C) Graduation from high school or possession of an equivalency diploma and six (6) years of paid fulltime (or it’s part-time equivalent) management experience in a sales, marketing, art education, event management, special events, cultural affairs, or arts & entertainment field; **OR**
- (D) Any equivalent combination of training and experience as defined by the limits of (A) through (C) above.

**NOTE:**

Position may require ability to work Saturdays, Sundays, and holidays; and able to work assignments during the day, evening and nights.

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10/8/03  
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Approved: NYSDCS 11/17/03