

Community Development Department

Events & Marketing Assistant

Primary Reason Why Classification Exists

To perform skilled administrative work to assist with planning and coordination the promotional activities and special events for City's Community Development Department Downtown Division.

Distinguishing Features of the Class

An employee in this class performs a variety of tasks and functions to assist with day-to-day execution of events, event planning as well as implementation of marketing strategies.

This employee is required to be on-site for downtown events which includes every Saturday from May – December, some additional nights, weekends and holidays. This position also serves as event liaison for events not produced by the Downtown Division/Friends of Downtown Hendersonville. This will require the employee being on-call and on-site for additional events throughout the year.

This employee supports the Downtown Division staff in executing the organization's communications strategy to include all forms of public and media relations, print and web based outreach, and social media. The position requires creativity, interpersonal skills as well as verbal and written communication skills. Energy, self-motivation, effective follow-through, and the ability to work both individually and as a team player are vital.

Work requires a great deal of independence and may include supervising volunteers, or providing assistance to others. Work is performed under the general supervision of the Downtown Manager and is evaluated on attainment of specific performance objectives, personal observation, feedback from stakeholders, visitors, the general public and other performance criteria.

Illustrative Examples of Work

- Serves as on-site support at Downtown Hendersonville events from set up through breakdown including but not limited to Hendersonville Farmers Market, Rhythm & Brews Concert Series, Bearfootin' Art Walk, Treat Street Carnival and Holiday Tree Lighting
- Assists the Downtown Events Coordinator with event planning and execution
- Supports the Downtown Events Coordinator and Downtown Manager with day-to-day marketing and advertising activities and long-term strategic planning, including but not limited to drafting social media posts, conducting live social media videos, digital and print advertising, poster design and distribution, radio copy, press releases, etc.
- Manages volunteer coordination for all downtown events
- Assists with vendor relations and coordination
- Provides creative input and feedback on overall processes
- Assists with organizing and taking inventory of supplies and equipment related to events
- Attends Downtown Events Team meetings and any other relevant meetings to the position as a second point of contact and perspective
- Assists Downtown staff with special projects which could include research, compiling data, long term planning, graphic design, and other possible assignments
- Creates and/or coordinates activities or experiences at events to improve visitor/customer experience
- Assists in enforcing event rules
- Completes administrative and data entry duties.

- Serves as contact person for event producers and City Special Events committee, including taking minutes for Special Events Committee, on-call point of contact for day of events, checking in with departments and event organizers week before event.

Knowledge, Skills and Abilities

- Ability to work irregular hours including evenings, weekends and some holidays
- Ability to stand, kneel, walk or be active for extended periods of time in seasonable weather conditions
- Ability to lift up to 50lbs occasionally or 20lbs regularly during event set up and breakdown
- Ability to interact and communicate with a variety of customers, merchants, volunteers and stakeholders as well as the general public
- At least one year of proven experience using social media platforms on behalf of an organization or business
- Ability to troubleshoot and problem solve as issues arise while on-site at events
- Must be a motivated people-person with the ability to field complicated and difficult questions
- Strong work ethic
- Excellent organizational skills
- Excellent verbal and written communication skills
- Customer service oriented
- Proficiency with Microsoft Office
- Graphic design and/or photography and video skills preferred
- Experience in event planning, party planning or merchandising preferred
- Ability to work in a professional office environment

Physical Requirements

Work in this classification is defined as light work requiring the physical exertion of up to 50 pounds of force occasionally and/or 20 pounds of force constantly to move objects. Physical demands require climbing, crouching, crawling, standing, walking and lifting. Vocal communication is required for responding to inquiries, expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels. Visual acuity is required for extensive reading, to prepare and analyze written or computer data, determine the accuracy and thoroughness of work, and observe general surroundings and activities

Working Conditions

Work is generally performed in both inside in an office environment and outside environmental conditions in which the employee is subject to workplace hazards including exposure atmospheric conditions with extreme cold and heat for short periods of time. Employee is subject to a level of noise requiring workers to shout in order to be heard above the ambient noise level and a chance of injury from walking or standing in a construction site.

Education

Graduation from an accredited college or university with a associate's or bachelor's degree in Business, Marketing, Hospitality, Event Management, Communications or related field of study.

Experience Two (2) or more years of related experience in special events, marketing and promotions and volunteer coordination; or an equivalent combination of education and experience.

Special Requirements

- Valid driver's license

FLSA Status: Non-Exempt

Disclaimer

This classification specification has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to perform the job. The City of Hendersonville reserves the right to assign or otherwise modify the duties assigned to this classification.

January, 2022