

CITY OF WATERTOWN POSITION DESCRIPTION

This job description has been prepared to assist in the evaluation of various classes of responsibilities, skills, and working conditions. It indicates the kinds of tasks and levels of work difficulty generally required of positions given this job. The principle duties and responsibilities enumerated are all essential functions except for supplemental duties and responsibilities. Supplemental duties are described beginning with the word "May." This job description is not intended to limit or modify the right of any supervisor to assign, direct and control the work of employees. Nothing contained herein is intended or shall be construed to create or constitute a contract of employment between any employee or group of employees and the City. The City retains and reserves any and all rights to change, modify, amend, add to, or delete from any section of this description as it deems, in its judgment, to be proper.

Revised: February 9, 2023

Title: ~~Bentzin Family Town Square~~ Programming Event Coordinator
FLSA Status: Exempt

Department: Parks, Recreation, &

General Summary:

This is a managerial and administrative position responsible for overseeing all aspects of event programming at the Bentzin Family Town Square ("The Venue") and sports and league programming through the recreation department as well as a focus on marketing and communications for all events and programs for the department. This position works closely with the Director of Park and Recreation and the City's economic development staff to develop programming that aligns with the economic development goals of the City.

Reporting Relationships:

Under administrative direction of the Director of Parks, Recreation, and Forestry, this position exercises considerable initiative and judgement in managing programming in the recreation department as well as operations of "The Venue". This position is responsible for overseeing the management of contracted personnel and vendors, including, but not limited to, contracted maintenance technicians.

Specific Accountabilities:

1. Develop and maintain annual, and ongoing, programming schedule for The Venue and recreation department. Take precautions to avoid potential scheduling conflicts and document resolution to issues that arise.
2. Chair the City's Bentzin family Town Square Events Committee comprised of multiple City Committees members and outside agencies. Conduct and attend planning meetings with special event organizers to interpret and convey guidelines for the city policies and procedures.
3. Actively solicit vendors, performers, exhibitors, etc. to generate engagement downtown.
4. Respond to requests for The Venue rental and integrate rentals into a programming schedule.
5. Perform all activities in accordance with the requirements of public government and Department policy.
6. Prepare event and manage programming plans, timelines, resource requirements and equipment lists. Ensure deadlines, budgetary guidelines and quality standards are met. Prepare budget justifications for areas that apply to special events.
7. Evaluate event viability and potential benefits to the community.
8. As necessary, direct and coordinate onsite activities of vendors, volunteers and contractors to ensure successful execution of programs and events. Evaluate strengths and weaknesses of events, measure customer satisfaction, solicit feedback from all involved parties and the Bentzin Family Town Square Events Committee.
9. Procure all the necessary contracts or City services to maintain a safe and clean environment at The Venue, including, but not limited to, sanitation, landscape maintenance, policing and security.
10. Identify and secure event and annual sponsors through national, regional or local sponsorship agreements.

11. Oversee event sponsorship acknowledgements and disseminate informational reports for all sponsors as requested.
12. Actively seek and apply for grant funding. Administer grant awards and ensure compliance with all reporting requirements.
13. Work closely with event organizations and vendors to facilitate event registration.
14. Coordinate with the City's Media Department Staff to:
 - a. Execute marketing strategies that drive attendance and engagement;
 - b. Generate and distribute multimedia content;
 - c. Create public service announcements.
15. Coordinate administrative materials, acquire equipment and supplies, including audiovisual, security and catering needs for events.
16. Draft Request for Proposal (RFP) and estimates. Negotiate agreements with contractors, organizations and vendors to ensure the lowest cost and highest quality of services.
17. Manage contracts and services agreements.
18. Conduct event risk assessments and collaborate with City Police Department and City Attorney to reduce/eliminate potential risks through acquiring additional event security and/or creating event waivers.
19. Build relationships and partnerships within the community with businesses, sponsors/donors, nonprofit organizations/foundations, community organizations, etc.
20. Manage listings of events across various public and private event calendars.
21. Promote and represent the City in a professional manner.
22. Support the Director of Parks, Recreation, and Forestry with other duties as assigned.

Required Knowledge, Skills and Abilities:

- Bachelor's degree from an accredited college or university with major course work in Marketing, Public Relations, Communications, Business, Hospitality/Tourism Management, or a related field (equivalent combination of education and experience considered).
- Solid understanding of event planning and coordination; project management; marketing and/or public relations.
- Skilled with sound organizational, negotiation, conflict management and/or governmental operations techniques.
- Strong verbal and written communication as well as excellent computer skills (Microsoft Office).
- Customer service experience required.
- Proven ability to meet deadlines and successfully manage multiple projects simultaneously.
- Must be able to work independently and in team settings; possess strong work ethic and be detail oriented.
- Possess strategic planning and problem-solving skills.
- Works well in a fast-paced environment.
- Must be able to stand for long periods of time (4-5 hours) and lift up to 20 pounds.
- Ability to work in indoor and outdoor environments and withstand temperature changes and varying noise levels.
- Ability to develop and maintain effective working relationships with the general public, elected and appointed officials, other City departments, School District and other community organizations.

Exceptional Qualifications:

- Three (3) years work experience with activities including event planning, project management, event planning, public relations, business administration, marketing, communications, volunteer or non-profit administration, or any equivalent experience.
- Experience in membership-driven organizations, with an emphasis on development, marketing management or equivalent experience.
- Understanding of business operations, community relations and finance.
- Supervisory experience preferred.
- Experience managing onsite staff.
- Proven success in overseeing the execution of community-wide events, marketing to diverse audiences, and/or securing sponsors to raise funds for event execution.

Grants & Sponsorships Summary Report

Prepared by: Watertown Parks, Recreation & Forestry Department

Reporting Years: 2023 – 2025 (as of October 2025)

2023 Summary

- **Budget:** *No budget established*
 - **Revenue Raised: \$36,240**
 - **Notes:**
 - This was the first year with significant efforts focused on outside funding sources.
 - Revenue generated entirely through successful grant applications and community sponsorships.
-

2024 Summary

- **Budget: \$25,700** (Taxable and Non-Taxable Revenue Combined)
 - **Revenue Raised: \$51,185**
 - **Variance: +\$25,485** above budget
 - **Notes:**
 - Increased community engagement and new sponsorship programs led to record-breaking totals.
 - Continued momentum from 2023 efforts resulted in diversified funding sources.
-

2025 Summary (as of October 2025)

- **Budget: \$25,000**
- **Revenue Raised (to date): \$30,941**
- **Pending Grant: \$10,000**

- **Additional Expected Sponsorships:**
 - *Make Your Business Sparkle* sponsors still coming in
 - *Glo Run Event Sponsorships*: **\$3,300** raised
- **Projected Total (including pending & expected):**
\$44,241+
- **Variance (projected): +\$19,241+** above budget

Grand Totals (2023–2025)

Year	Budgeted Revenue	Actual / Projected Revenue	Variance
2023	\$0	\$36,240	+\$36,240
2024	\$25,700	\$51,185	+\$25,485
2025 (as of Oct.)	\$25,000	\$44,241+	+\$19,241+
Total	\$50,700	\$131,666+	+\$80,966+

Summary Highlights

- **Three-Year Total Raised:** Over **\$131,000** from grants and sponsorships.
- **Total Over Budget:** More than **\$80,000** raised beyond targets.
- **Key Growth Factors:**
 - Stronger partnerships with local businesses.
 - Increased community interest in sponsoring public events and spaces.
 - Strategic pursuit of grants supporting recreation, tourism, and community engagement.