



**Salary Grade: 500**  
**Salary Range: \$52,400-\$78,600**

### **Community Outreach and Event Coordinator**

Under the general direction of the Community Development Director, this position is responsible for performing a variety of communication and event planning activities for the City of Dacono that are creative, engaging, high quality, and effectively executed. The role is hands-on and involves working individually and as part of a team to plan and deliver various programs and activities, including major outdoor events. Additionally, the Community Outreach and Event Coordinator is the primary staff person responsible for coordinating strategic communication, outreach and engagement, and more.

#### **Essential Functions**

##### Outreach and Communication:

- Provide support and assistance in planning, developing, producing, and delivering marketing and communications materials
- Manage the development, production, and distribution of promotional and collateral materials
- Develop and execute a city communications calendar
- Develop and implement social media campaigns and messaging for a variety of audiences
- Participate in budget development and support budget management
- Use independent judgment to execute marketing and communications plan
- Prepare written materials including some marketing copy, business communications, reports, and presentation scripts
- Write and distribute press releases
- Be responsible for ensuring accuracy in information and proofreading
- Update website content

##### Event Planning and Coordination:

- Assist in the preparation and delivery of marketing and communication for events

Analyze, review, and adjust strategy and tactics to increase the effectiveness of special events and promotions

- Conduct research and solicit sponsorship for City-sponsored events
- Maintain and update databases, including mailing lists and event sponsors Coordinate on-site set-up arrangements and clean-up for all City special events
- Serve as liaison with vendors on event-related matters
- Keep track of event finances, including budget management, preparing timely check requests and invoicing
- Propose new ideas to improve the event planning and implementation process
- Complete special projects as assigned by the Community Development Director or City Manager
- Other general duties as assigned

### **Requirements**

Ability to use contact management system and other social media to create and send emails, newsletters, etc.

Computer proficiency: word-processing, spreadsheet, PowerPoint, and data base management-experience with standard business software such as Microsoft Office and Adobe Suite (InDesign, Illustrator, Photoshop, Premiere)

Excellent organizational and office skills

Strong communication and interpersonal skills

Sound decision-making ability

Ability to work independently while maintaining effective working relationships with co-workers, supervisors, elected officials, and the general public;

Possess a solid understanding of effective marketing techniques.

Excellent writing and editing skills and attention to detail

Understanding of event and programs management tools, principles, and practices

Understanding of risk management relating to services and programs

Ability to develop and maintain strong working relationships both internally and externally, including media contacts and vendors

Ability to develop timelines and meet deadlines

Strong detail orientation

High standards for quality work

Personable demeanor/excellent customer service orientation

Ability to handle multiple projects concurrently

**Minimum Qualifications**

Bachelor's degree from accredited four-year college or university. Educational background with an emphasis in marketing, communications, public relations, public administration, or non-profit administration. Experience with standard business software including Microsoft Office and Adobe Suite (InDesign, Illustrator, Photoshop, Premiere). Background or experience in government or public-sector organizations preferred. Three (3) to five (5) years of experience in marketing, communications, public relations and/or community outreach/engagement activities preferred. Bi-lingual Spanish speaking is a plus.