

CITY OF LA VISTA
MAYOR AND CITY COUNCIL REPORT
MARCH 18, 2025 AGENDA

Subject:	Type:	Submitted By:
POSITION DESCRIPTION UPDATE – EVENTS COORDINATOR	RESOLUTION ORDINANCE ◆ RECEIVE/FILE	RITA RAMIREZ INTERIM CITY ADMINISTRATOR/ COMMUNITY SERVICES DIRECTOR

SYNOPSIS

An updated position description for Events Coordinator is presented for review.

FISCAL IMPACT

The FY25/26 Biennial Budget provides funding for this position.

RECOMMENDATION

Approval.

BACKGROUND

The Events Coordinator position has been vacant since November. The position description has been updated and we are anticipating posting the vacancy following Council's acceptance of the updated description.

The major change to this position description is in the reporting structure. It will now report to the Director of Community Services. This is more in line with the City's current long-term growth plan. Other minor changes include aligning the position with the new compensation classification and adding a requirement for employee supervisory experience.

Position Description City of La Vista

Position Title:

Events Coordinator

Position Reports To:

Community Services Director

Position Supervises:

Assistant Events Coordinator, Event Staff, Volunteers

Description

Under the general direction of the Community Services Director, the Events Coordinator oversees all aspects of planning, coordination, and execution of community events and activities to advance the City of La Vista's vision, goals and message.

Essential Functions (with or without reasonable accommodation)

1. Hands-on leadership and intricate involvement in all aspects of planning, organizing, coordinating, implementing, directing, and supervising City events and activities. Maintains historical records for same.
2. Coordinates the various City events teams and other internal and external teams for the successful execution of all City events.
3. Responsible for the development and implementation of new City events, activities and programs.
4. Works with the Communications & Marketing Division to develop and administer ongoing marketing plans and strategies to effectively promote events and activities of the City.
5. Manage all logistical aspects of events and activities including "front of house" management, event staff/volunteer coverage and supervision, alcohol management, site maps, set-up/tear down and conflict resolution.
6. Assist third party partners with community events.
7. Responsible for onsite coordination and logistics for rentals of The Link.
8. Responsible for recruiting, training and maintaining volunteers.
9. Responds to citizen inquiries, complaints, and information requests.
10. Develops incentives and investment opportunities for local businesses, stakeholders and others to partner in festivals, events and programs.
11. Develops and manages event plans for the City to ensure that the event calendar is coordinated to maximize value to the community without being overwhelming.
12. Develops annual report of activities, successes and future plans and funding sources to be presented to the governing body.
13. Researches and recommends opportunities for partnerships with outside organizations.
14. Builds working relationships with community partners, groups and stakeholders with the goal of promoting the City through festivals and events.
15. Builds working relationships with other departments within the City to ensure successful event planning and execution.
16. Responsible for negotiating and executing event contracts and service agreements.
17. Monitors and evaluates events and activities to ensure goals and objectives are met.
18. Gathers feedback and provides post-event evaluations and follow up, including financial and attendance assessments.

19. Engages with fellow team members across departments to develop and facilitate a thriving event program.
20. Responsible for structuring and maintaining event budgets.
21. Generates enthusiasm for the La Vista community from all major stakeholders and the community at large.
22. Performs other duties as directed or as the situation dictates.

Knowledge, Skills and Abilities

1. Knowledge of special event planning and management.
2. Strong organizational skills with exceptional attention to detail while managing multiple tasks and changing priorities.
3. Strong leadership skills, confidence in decision making, and ability to delegate and provide clear direction to staff and volunteers.
4. Knowledge of supervisory principles and practices including selection, training and evaluation of staff and volunteers.
5. Must have strong interpersonal skills, including the ability to synthesize ideas and obtain cooperation from others in order to transform ideas into action.
6. Ability to work effectively in fast-paced, stressful situations and seamlessly handle multiple tasks and responsibilities.
7. Ability to work a variety of shifts, length of shifts, days of the week, weekends and holidays as events/activities require.
8. Must be skilled at communicating orally and in writing with emphasis on the ability to present ideas clearly and concisely.
9. Must balance focus with flexibility, enthusiasm and patience.
10. Must be willing to take ownership and initiative.
11. Well-developed time management, organizational and follow-through skills.
12. Must be able to work independently and as a member of a team.
13. Ability to establish and maintain positive working relationships and cooperate with City staff from all departments, volunteers, community groups, businesses, elected officials, executive leadership and the general public.
14. Ability to prepare and maintain accurate records and reports.
15. Computer skills and ability to use Microsoft Office products.
16. Basic mathematical skills as well as knowledge of budgeting and expenditure monitoring principles.
17. Ability to work independently, prioritize work, meet deadlines, and make decisions on the basis of established policies and procedures.
18. Ability to operate office equipment such as a photocopier, fax machine and postage meter.
19. Ability to provide own transportation.
20. Ability to consistently maintain regular and dependable attendance on the job.

Essential Physical and Environmental Demands

This position is expected to split work time between the office environment, performing related administrative duties and in the field, serving as the “front of the house” manager and primary point of contact during events.

1. Work is performed both indoors and outdoors throughout the year.

2. Employee is required to attend events that will take place outdoors in varying weather and environmental conditions. These event sites may be hot or cold, dusty, noisy and hazardous.
3. For work being performed in an office setting, hand-eye coordination is necessary to operate computers and various pieces of office equipment with a satisfactory level of productivity.
4. While performing the duties of this job, the employee is occasionally asked to stand or sit; walk; use hands to finger, handle, feel or operate objects, tools or controls and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl; talk and hear.
5. Equipment operated includes audio/visual equipment, radio communications, golf carts, All Terrain Vehicles (ATVs), mobile light towers, a mobile stage and pickup truck with equipment trailer.
6. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.
7. Must be able to hear and understand voices at normal conversation levels.
8. Incumbents must have the ability to transport themselves to and from locations and lift up to 45 pounds and occasionally lifts more than 60 pounds.

Education, Training, License, Certification and Experience

1. Graduation from an accredited university with a bachelor's degree in fields related to hotel/restaurant management, hospitality, recreation administration, leisure studies, event management, community programming, special events or other related field.
2. Minimum three years of experience in event planning and management which includes coordinating the activities of employees and volunteers.
3. Minimum two years of employee supervisory experience.
4. Any equivalent combination of education, training, and experience which demonstrates the knowledge, skills, and ability to perform the above described duties will be considered.
5. Marketing, communication design experience a plus.
6. Must possess a valid driver's license.

Contributions this Position Makes to the City

Activities and events are a key component to the quality of life desired by our residents. They provide an authentic La Vista experience for the community and an opportunity for others to experience our community.

Note: A drug screening will follow all conditional offers of employment.

Disclaimer:

This position description does not constitute an employment agreement between the City and the employee and is subject to change by the employer as the needs of the City and the requirements of the position change over time.

I have read and understand the requirements of this position description.

Signature

Date