



ORGANIZATION: City of Lincoln City--Explore Lincoln City
JOB TITLE: Event and Outreach Coordinator
FLSA STATUS: Non-Exempt, Grade 9
UNION: AFSCME
UPDATED: April 2022

PURPOSE OF POSITION: Support the Explore Lincoln City (ELC) team by coordinating preparation, implementation, execution and evaluation of ELC owned events and facilitating support of partner run events. Develop and execute promotional programs such as contests, sweepstakes and familiarization tours in concert with other ELC marketing efforts. Provide support to the ELC Public Relations firm by coordinating travel writer and influencer visits, suggesting PR opportunities and providing access to ELC resources as requested by the ELC Director. Be a liaison to the local community in developing cooperative programs and assisting in the creation of marketable tourism products. All of this is to be accomplished, while maintaining a positive organizational image to the local community and tourism industry at large.

ESSENTIAL DUTIES AND RESPONSIBILITIES: include the following as a primary assistant to and at the direction of the Explore Lincoln City Director.

Manage administration, logistics and contracted services related to the execution of Explore Lincoln City produced events which currently include the Summer and Fall Kite Festivals and the Siletz Bay 4th of July Festival. Staff events and coordinate volunteers as needed.

Working with the department Director, assist in the creation of city-wide events such as restaurant weeks, food trails, art tours and holiday lights. Develop promotional programs for existing Lincoln City events that have the potential to attract new and repeat visitors, such as Antique Week, Sandcastle Contest, Haunted Taft, Festival of Illusions and Siletz Bay Music Festival. Attend pre- and post-event meetings, ensuring that partners are able to utilize the marketing resources of Explore Lincoln City.

Cultivate positive long-term relationships with event stakeholders and vendors. Develop relationships with event vendors/partners who can assist in the development of desirable events in Lincoln City.

Identify, collect and review key metrics in order to improve Lincoln City events attendance and efficiency. Conduct post event evaluations and debriefs, and maintain all necessary records for each event.

Manage the ELC Invest & Promote Program collection of pre-paid goods & services in a manner that maximizes the effectiveness of promotional programs and gives Lincoln City a positive ROI for the program.

Assist in the development and execution of the ELC Sponsorship Program.

Coordinate and manage Explore Lincoln City's Explorience how-to clinic program. Work with Explore Lincoln City staff members and contracted guides to facilitate hands-on experiential programs for visitors.

Work with the Financial Coordinator and the Director to oversee event budgets and provide accountability for annual event investments.

Propose new ideas and best practices for event-related matters and brainstorm and research new programs and initiatives. Collaborate with colleagues to identify and implement ways to make event

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operations more streamlined and efficient. Identify public relations opportunities and assist in the development of the annual Public Relations Plan.

Participate in and coordinate logistics for Explore Lincoln City sponsored group travel activities related to group tours, meetings, conventions and other private groups. This includes, but is not limited to, step-on tours, itinerary assistance, promoting local facilities and managing referrals to stakeholders.

Participate in Explore Lincoln City community engagement and outreach efforts fostering stakeholder relationships with local businesses, media and other community organizations. Grow participation in promotion and events. Grow organizational awareness and community goodwill.

Travel to attend trade shows, meetings, conferences, and training as required.

Collaborate with internal marketing staff in keeping the Explore Lincoln City website up to date as it pertains to promotions and events.

Maintain a well-informed working knowledge of the attractions and services available in the area to visitors.

Maintain a professional and positive demeanor when engaging with stakeholders, acting as a Lincoln City ambassador.

Drive City owned vehicles.

Other duties as assigned.

AUXILIARY JOB FUNCTIONS: Provide assistance to other staff as workload and staffing levels dictate. Must react to change productively and handle other essential tasks as assigned. Maintain work areas in a clean and orderly manner.

JOB QUALIFICATION REQUIREMENTS:

MANDATORY REQUIREMENTS: High School education, or equivalent, supplemented by two years of college in communications, journalism, marketing, tourism or a related field, or two years of relevant work experience. Must be capable of working independently exercising sound judgement, discretion and initiative while utilizing tact and courtesy in frequent contact with business and industry representatives, government officials, members of the media and the public. Excellent organizational, time management, and customer service skills are essential. Intermediate experience with word processing, spreadsheet and database software. Flexible working hours including some nights and weekends.

SPECIAL REQUIREMENTS/LICENSES: Oregon Driver's License with good driving history.

DESIRED SKILLS & EXPERIENCE: Four-year college degree in communications, journalism, marketing, tourism or another related field. Experience working for a destination marketing organization, hospitality, or other tourism entity. Knowledge of the Lincoln City community. Thorough knowledge of marketing trends as related to the travel industry. Experience with Macintosh systems and Adobe software suite. Advanced photo/video skills.

PHYSICAL DEMANDS OF POSITION: While performing the duties of this position, the employee is frequently required to sit, stand, communicate, reach and manipulate objects, tools or controls. The

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position requires mobility and visual acuity, including the ability to view a computer screen. The employee is occasionally required to bend, climb up 20 feet, squat and kneel as well as stand for long periods. Duties involve moving materials weighing up to 10 pounds on a regular basis and occasionally requires moving materials weighing up to 40 pounds. Manual dexterity and coordination are required over 50% of the work period while operating standard office equipment such as computer keyboard and telephone as well as performing other marketing related duties.

WORKING CONDITIONS: Professional office working conditions. The noise level is typical of most office environments with telephones, personal interruptions and background noises. Work is also subject to public scrutiny and comment, which must be managed professionally and graciously. Ability to travel on occasion.

SUPERVISORY RESPONSIBILITIES: There are no supervisory responsibilities of this position.

SUPERVISION RECEIVED: Works under the general supervision of the Explore Lincoln City Director.