



JOB DESCRIPTION
CITY OF TROY, AL

INTERNAL/EXTERNAL

CLASSIFICATION TITLE: COMMUNITY ENGAGEMENT & SPECIAL PROJECTS COORDINATOR ASSISTANT

FLSA DESIGNATION: EXEMPT, UNCLASSIFIED

OPENING DATE: 04/25/2024

CLOSING DATE: 05/01/2024

SUMMARY DESCRIPTION:

This position is responsible for planning, organizing, coordinating and promoting community engagement activities, downtown events and marketing efforts, programs that promote local businesses, and special projects; and other tasks or duties as required.

REPRESENTATIVE DUTIES: Under the direction of the Mayor:

The following duties are typical for this classification. Incumbents may not perform all the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

Community Engagement Duties

- Coordinates and promotes community engagement efforts.
- Maintains an active community engagement calendar.
- Attends and participates in community organization meetings on behalf of the Mayor's Office and acts as a liaison for the Mayor's office and city to such organizations.
- Identify, initiate, and deepen relationships with various community organizations and stakeholders.
- Implement meetings, surveys, and other ways for communicating with, and receiving feedback from, the community about the Mayor's office and its initiatives.
- Create mechanisms for internal and external evaluation of engagement initiatives.
- Distribute information to the community and broader publics through multiple channels.

Downtown Promotions Duties

- Plans, organizes, and directs downtown events.
- Prepares, updates, and implements annually a written downtown event plan.
- Prepares, updates, and implements annually a written downtown marketing plan.
- Responsible for coordinating marketing and public relations and branding effort as developed by a business plan.
- Maintains the calendar of downtown events, including outdoor event requests.
- Seeks grants and fundraises supplemental resources for downtown programs.
- Coordinates city's involvement in operations of downtown festival/events including, but not limited to, TroyFest, Fifth Saturdays, Fall Parties, parades, holiday events, etc.
- Facilitates meetings, follows up on all details to assure needs of groups are being met, and generally

- o provides knowledge and resources when needed to other groups as they put on events.
- o Creates volunteer corps to assist and support downtown events.
- o Coordinates volunteers and organizes recognition events to show the City Appreciation of their efforts.
- o Promotes the outdoor venues as a coordinated effort with other downtown facilities to establish the downtown specifically as an entertainment destination for all ages.
- o Coordinates the downtown website, newsletters, and social media campaign, through volunteer efforts and promotions.
- o Develops and proposes an annual budget in order to implement the downtown events and marketing plans.

Local Business Promotions Duties

- o Plans, organizes, and directs programs that promote local businesses.
- o Prepares, updates, and implements annually a written local business promotions plan.
- o Responsible for coordinating marketing and public relations and branding effort as developed by a business plan.
- o Seeks grants and fundraises supplemental resources for local business promotional programs.
- o Coordinates city's involvement in operations of local business promotional programs and events.
- o Facilitates meetings, follows up on all details to assure needs of groups are being met, and generally provides knowledge and resources when needed to other groups as they put on events.
- o Creates volunteer corps to assist and support programs that promote local businesses.
- o Coordinates a website, newsletters, and social media campaign, through volunteer efforts and promotions that promote local businesses.
- o Develops and proposes an annual budget in order to implement that promote local businesses.

Administrative and Other Duties

- o Acts as an administrative assistant to the Mayor in the absence of the Executive Assistant.
- o Works on other special projects, as assigned.
- o Serves as the Marketing and Programs Coordinator for Keep Troy Beautiful.
- o Assists in the research, development, organization, and implementation of other programs and projects that will benefit the City of Troy.
- o Provides customer service and assistance to the public; responds and assists with customer inquiries, making customer service a top priority.
- o Develops and maintains relationships with all City departments.
- o Develops and maintains relationships with organizations, business/land owners, boards, commissions, and City Council, as assigned.
- o Works cooperatively with various departments, as needed.
- o Performs other related duties as assigned.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of standards, practices of event management including but not limited to project management, staging an event, risk management, site procurement, communications and consumer/vendor relations.

Knowledge of community resources, volunteer, funding, and development resources.

Knowledge of techniques involved in budgeting, oversight of personnel and contractors, administration, and operations management.

Knowledge of database management, graphic design, social media, and basic computer skills in Word, Excel, and Publisher.

Skill in the use of office equipment and technology, including hardware, software, computers and specialized production equipment, and the ability to master new technologies.

Knowledge of legal agreements and binding contracts.

Knowledge of music genre which specifically addresses the needs of all individuals.

Skill in planning and coordinating large scale events.

Skill in public relations.

Skill in operating audiovisual, sound, and lighting equipment.

Skill in oral and written communication.

Background and/or experience in Special Event Planning, marketing, or related field. (A record of proven success in special events management, marketing and community branding is preferred.)

Ability to effectively communicate ideas and concepts orally and in writing, and make presentations in the public forum.

Ability to establish and maintain effective working relationships and use good judgment, initiative and resourcefulness when dealing with city employees, volunteers, contractors, elected officials, and the public.

Ability to exercise a high degree of diplomacy in contentious or confrontational situations.

Ability to critically assess situations, problem-solve, and work effectively under stress, within deadlines and changes in work priorities.

Ability to work flexible hours and attend meetings scheduled at times other than normal business hours, travel to other locations.

Knowledge of English usage, spelling, grammar and punctuation.

Ability to deal with a variety of interpersonal styles and personalities in an appropriate and diplomatic manner.

Ability to communicate clearly and concisely, both orally and in writing.

Ability to establish and maintain effective working relationships with those contacted in the course of work.

MINIMUM QUALIFICATIONS

1. A Bachelor's Degree in marketing, hospitality and event management, or a related field.
2. Experience in marketing, special event planning, public relations, or related fields is preferred. (A record of proven success in special events management, marketing and community branding is preferred.)
3. Must have a valid Alabama Driver's License, a good driving record and proof of insurance.
4. Subsequent to job offer, must submit to and pass a pre-employment physical, and drug and alcohol screening.
5. Subsequent to job offer, position subject to satisfactory background check.

MINIMUM REQUIREMENTS TO PERFORM ESSENTIAL FUNCTIONS:

The following requirements are normal for this classification. Specific requirements may not apply to all positions within this classification, but are determined by the normal requirements for the particular position.

Essential Physical Abilities
Work is primarily performed in an office setting. Must possess the mobility to spend a minimum of 75% of the working day standing and/or moving about in the work place. Sits, stands, bends, lifts, and moves intermittently during working hours.
Supervisory Control
The Director of Administration assigns work in terms of general instructions. The supervisor spot-checks completed work for compliance with procedures, accuracy, and the nature and propriety of the final results.
Guidelines
Guidelines include City of Troy Personnel Policies and procedures, benefits policies and procedures, the Risk Management Manual, and the City of Troy Core Values. These guidelines are generally clear and specific, but may require some interpretation in application.
Complexity
The work consists of customer service related duties. The ability to adhere to federal, state, and local requirements contributes to the complexity of this position.

Scope & Effect
The purpose of this position is to provide customer service to the general public, and to act under the supervision of the Director of Administration. Success in this position results in greater effectiveness of the City of processes and services.
Personal Contacts
Contacts are typically with customers, employees, co-workers, support agencies, and members of the general public.
Purpose of Contacts
Contacts are typically to give or exchange information, resolve problems, and provide services.
Work Environment
The work is typically performed in an office setting.
Supervision Exercised
None.

NOTE:

Statements included in this description are intended to be representative of the duties and responsibilities of this job and are not to be interpreted as being all inclusive. The employee may be assigned other duties that are not specifically included. This job may also require meetings outside of normal business hours or work on weekends and evenings. Required traveling by auto for training or job assessments.

City of Troy Human Resources Department
301 Charles W. Meeks Ave.
Troy, AL 36081

The City of Troy is an Equal Opportunity Employer