



CLASS SPECIFICATION

03-22-2012

SPECIAL EVENTS COORDINATOR, 1790

Summary of Duties: A Special Events Coordinator plans, coordinates, conducts, and promotes special events and programs hosted by the respective City of Los Angeles department; and does related work.

Distinguishing Features: The major responsibility of the Special Events Coordinator is to plan, coordinate, promote, and manage special events hosted by the department. Assignments are made in terms of desired results and suggestions are given for general procedure. Work is reviewed by the Public Information Director or a comparable class through progress and special reports and by observing accomplishments. This class is distinguished from public relations representative classes because most work involves coordinating and managing an entire special event, with less responsibility for the preparation of news releases, brochures, articles, and similar written material.

Examples of Duties:

- Plans, organizes, arranges for, and promotes special events and programs;
- Plans and coordinates various aspects of the special events activities, including entertainment, speakers, retail concessions, budgeting and finances;
- Solicits participation from the community, civic organizations, and other related groups;
- Coordinates and makes arrangements for visits to the City venues by government, business, and foreign dignitaries;
- Furnishes information to schools, civic groups, and the general public regarding special events and activities of the City department;
- Acts as the department's liaison with community groups and committees for special events;
- May supervise a small group of clerical employees and volunteer workers in these activities; and
- May occasionally be assigned to other duties for training purposes or to meet technological changes or emergencies.

Qualifications Incumbents must have the following knowledge and abilities:

A good knowledge of:

- The principles and specialized techniques applicable to planning, coordinating, and staging all phases of a large public event, including coordinating the work of many diverse committees, budget preparation and control, and obtaining the participation civic and other organizations and groups;
- The principles and practices of effective showmanship, including scheduling and staging of varied groups;

- The fundamentals of effective public speaking;
- The principles and techniques of publicity and marketing applicable to the presentation of a large public event; and
- Management principles applicable to the planning and presentation of a large public event, including the obtaining and control of concessions and other commercial activities.

The ability to:

- Speak effectively in public and before groups;
- Work tactfully and effectively with members and officers of civic and community groups, governmental agencies, private companies, media organizations and other City employees;
- Interact effectively with diverse groups of people;
- Write clear and concise reports, prepare news releases, and special articles; and
- Work independently.

Minimum Requirements:

1. Graduation from a recognized four-year college or university with at least 24 semester units or 36 quarter units completed in retail management, business marketing/management, public relations, or communications; and
2. Three years of full-time paid experience in planning, coordinating, promoting, and conducting special events for a trade, shipping, civic, or large-scale merchandising organization, shopping center or mall, fair exposition, show, or entertainment event.

License: A valid California driver's license may be required.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to reasonably accommodate the limitations.

As provided in Civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory and not restrictive. It is not intended to declare what all of the duties and responsibilities of any position shall be.