



Classification Title: **Events Manager**

Term of Appointment: Full-time position

Compensation: Depend on Experience (DOE)

General Nature of Work:

The Events Manager is responsible for planning, organizing, and managing all city-sponsored events and activities, including cultural festivals, community gatherings, and special projects. This role involves collaborating closely with the Economic Development Director and Special Projects Manager to ensure events align with broader city initiatives, promote economic growth, and enhance community engagement. The Events Manager will oversee event logistics, budgets, and marketing efforts to create impactful experiences that foster a sense of community and promote the City of Stone Mountain as a vibrant, inclusive destination. This position is under the direct supervision of the City Manager or designated representative.

• Event Planning and Management:

Develop and manage a comprehensive calendar of city-sponsored events and programs.

Plan and execute events, including logistics, vendor management, permitting, and risk assessments.

Ensure events align with the city's strategic goals and contribute to the economic and cultural vitality of the community.

• Collaboration with City Staff:

Work closely with the Economic Development Director to align events with business development strategies and support local businesses through targeted programming.

Coordinate with the Special Projects Manager to integrate events into larger city projects and initiatives.

Collaborate with other city departments to ensure resources and support for successful event execution.

- **Community Engagement and Partnerships:**

Build relationships with local businesses, nonprofits, and community organizations to encourage event sponsorships and participation.

Act as a liaison between the city and event stakeholders, ensuring clear communication and successful partnerships.

Engage residents and attendees through surveys and feedback mechanisms to continuously improve events.

- **Marketing and Promotion:**

Create and implement marketing strategies to promote events, including the use of social media, city websites, print materials, and press releases.

Work with the Economic Development Director to ensure marketing efforts drive tourism and local business engagement.

Develop event branding that highlights the cultural, recreational, and economic value of events.

- **Budgeting and Financial Oversight:**

Prepare and manage event budgets, ensuring cost-effectiveness and financial accountability.

Identify and secure sponsorships, grants, and other funding sources in collaboration with the Economic Development Director.

Track expenditures and provide detailed post-event financial reports.

- **Logistics and Operations:**

Oversee event setup, execution, and breakdown, ensuring a smooth and professional experience for attendees.

Coordinate with public safety officials to ensure compliance with safety regulations and emergency preparedness.

Maintain an inventory of event supplies and ensure proper storage and upkeep.

- **Leadership and Team Management:**

Recruit, train, and supervise volunteers and seasonal staff for events.

Provide leadership and direction to event teams, ensuring collaboration and effective execution.

Conduct post-event evaluations to identify successes and areas for improvement.

Minimum Qualifications

Bachelor's degree in Event Management, Marketing, Public Relations, Hospitality, or a related field. Equivalent experience may be considered.

Minimum of 3-5 years of experience in event planning, project management, or community engagement, preferably in a municipal or public sector setting.

Preferred Qualifications:

- Experience in grant writing and securing sponsorships for events.
- Knowledge of local government operations and community relations.
- Certification in event management (e.g., Certified Special Events Professional, CSEP, or Certified Meeting Professional, CMP).

Skills and Competencies:

Strong organizational and project management skills with the ability to multitask and meet deadlines.

Excellent interpersonal and communication skills, with experience working with diverse groups of stakeholders.

Proficiency in event management software, Microsoft Office Suite, and social media platforms.

Creative problem-solving skills and the ability to adapt to changing circumstances.

Key Competencies:

- Leadership and Team Building
- Budget Management
- Strategic Planning
- Community-Oriented Focus
- Creativity and Innovation
- Collaboration Across Departments