



CLASS SPECIFICATIONS

Class Title: Tourism Event Manager
Department: Community & Economic Development
FLSA: Exempt

Class Code: 7779
Grade: 24
Eff. Date: 10/19/2021

GENERAL PURPOSE

Under general guidance and direction of the Tourism Division Director, performs a variety of duties in planning and managing activities and events as part of Discover Davis, the destination marketing brand for Davis County Tourism and Events. Supervises tourism events staff.

EXAMPLE OF DUTIES

Manages, plans and organizes: tourism related events year-round for Discover Davis; the logistics for all major events including the annual Great Salt Lake Bird Festival and Antelope by Moonlight Bike Ride; activities at events Discover Davis sponsors including Wasatch Air Show (bi-annually), B2B Expos, Community Events, and others. Serves as the Discover Davis representative when working with community partners on large scale events that Discover Davis sponsors.

Schedules appropriate facilities; determines space, equipment, and labor requirements for proposed activities; provides and coordinates specialized labor and/or equipment needs when necessary. Oversees and ensures proper preparation paperwork or permits in accordance with Discover Davis events.

Manages several event budgets, oversees reporting of each event, and presenting recaps to stakeholders. Manages email marketing strategies for event participants.

Stays up-to-date on the latest event management technologies and practices. Works with several different departments within Davis County, as well as local cities and industry partners.

Supervises assigned staff; assigns work and evaluates performance in compliance with County policies, procedures, and practices. Addresses performance problems in a timely manner. Manages and oversees the work of volunteers and vendor activities.

Assists with Davis Heritage Festival Committee functions and coordinates various festival activities with appropriate committee members.

Attends and evaluates community celebrations, festivals, and similar events to promote Discover Davis and to determine best practices. Attends training and conventions to broaden event planning skills.



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Solicits support and sponsorships from businesses and organizations. Establishes a network within the business community to assist with meeting sponsorship revenue goals.

Assists the Tourism Marketing team with development and dissemination of brochures, flyers, press releases and other promotional material related to the managed tourism events. Oversees, manages updates and maintains the Great Salt Lake Bird Festival and Antelope by Moonlight Bike Ride websites, along with the event pages on Discoverdavis.com to ensure content is accurate and conveys current information. Works with the marketing team to actively promote tourism events on social media.

Operates a motor vehicle in a safe manner and in compliance with all Utah laws and regulations.

Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

1. Education and Experience:

Graduation from an accredited college or university with a Bachelor's Degree in event planning, marketing or a closely related field, plus five (5) years of paid full-time experience in event planning or operations, or a directly related field, two (2) years of which must be supervisory experience. An acceptable combination of education and experience may be considered.

Preference for experience in planning tourism related events or festivals for a government entity.

2. Special Qualifications:

Must furnish personal transportation for on-the-job travel.

Employees driving a personal or a County vehicle for job related travel must possess a valid driver license and must operate a motor vehicle in a safe manner; new employees with an out-of-state driver license must obtain a valid Utah Driver License within sixty (60) days of hire date (exceptions for military personnel and their dependents).

Employees driving a personal vehicle while on county business must maintain the minimum vehicle liability insurance as specified in the Utah Code.

3. Necessary Knowledge, Skills, and Abilities:

Knowledge of: personnel management; event planning and coordination; event space utilization and scheduling; ticketing software; use of contracts; sponsor solicitation; budgeting and revenue collection; public relations and marketing concepts; local business community and



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organizations; physical requirements of public events; applicable County and department policies, procedures, and practices ; principles and practices of local government.

Skill in: operating common office equipment; operating applicable computer hardware and software including, but not limited to, Microsoft Word, Excel, and Adobe Creative Suite.

This position requires the driving of a motor vehicle; skill in operating a motor vehicle in a safe manner; ability to insure a motor vehicle is operating in a safe manner; knowledge of Utah motor vehicle rules and regulations.

Ability to: interpret, read, and work from sketches, diagrams, and contracts; prepare cost estimates of time and materials needed for projects; coordinate and implement a variety of events; work on multiple projects simultaneously and meet deadlines; supervise the work of others; set priorities and work with minimal supervision; communicate effectively (both orally and in writing); solve problems; follow written and oral instructions; establish and maintain effective working relationships with supervisors, other employees, board members, vendors, sponsors and the general public.

WORKING CONDITIONS

Lift and carry up to 25 lbs. Perform duties that require reaching, stooping, bending, leaning, lifting, and extended periods of standing. Ascend and descend ladders and equipment. Set-up and take-down displays, chairs, tables, and other types of furniture and equipment.

Work in interior and exterior environments throughout Davis County depending on the event. Work under pressure and extended flexible hours as needed, including evenings, weekends and holidays.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. ***All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.***

Approval Information

Date:	10/19/2021
Department Approval:	Jessica Merrill
HR Generalist Approval:	Jill Tew
Classification Approval:	Marina Brito