

DOWNTOWN LEE'S SUMMIT MAIN STREET

Job Title: **EVENTS & PROMOTIONS DIRECTOR**

Supervisor: Executive Director

Date: March 18, 2015

FLSA Status: Exempt

Job Summary:

The Events & Promotions Director works with and provides direction to committees, volunteers, interns and other organizations regarding Downtown Lee's Summit Main Street (DLSMS) events and promotion, including, but not limited to, budgets, work plans and strategic planning. The Events & Promotions Director is primarily responsible for planning and providing implementation, direction and management for these events and for annual promotions plans. Performs other duties as assigned by the Executive Director.

Job Scope:

The Events & Promotions Director coordinates events and promotions within the downtown revitalization program, which utilizes historic preservation as an integral foundation for downtown economic development. The Events & Promotions Director is responsible for the development, conduct, execution and documentation of Downtown Lee's Summit Main Street events and promotions. The Events & Promotions Director supervises volunteers, interns and community service workers.

Essential Duties and Responsibilities:

1. Ensure the contractual and managerial obligations in regards to DLSMS events and promotions are carried out in accordance with the mission of the organization and the Public Service Agreement with the City of Lee's Summit, which includes concise measurable objectives and indicators.
2. Coordinate and direct the activity of the all DLSMS event committees, including the organization's primary fundraising events, Downtown Days and the Piccadilly Gala. Develop all work plans for these event committees. Assist committee volunteers with implementation of work plan items. Oversee the coordination of committee agendas, meetings, minutes and correspondence.
3. Coordinate and direct the activity of the Main Street Promotions Committees. Develop all work plans for the Promotions Committee. Assist committee volunteers with implementation of work plan items. Oversee the coordination of committee agendas, meetings, minutes and correspondence.
4. Secure and coordinate volunteers and interns. Delegate duties to volunteers and interns.
5. Make media buys and oversee creation of marketing materials.

DOWNTOWN LEE'S SUMMIT MAIN STREET

6. Work with the City of Lee's Summit, Lee's Summit Police Department and Lee's Summit Fire Department to establish guidelines, standards and expectations for each community event.
7. Evaluate potential new events and promotions.
8. Maintain accounting for each event, including submitting check requests to DLSMS Treasurer.
9. Prepare reports and evaluations following each event.
10. Assist in obtaining event sponsorships.
11. Maintain membership in and/or presence at partner organization activities, including, but not limited to, Lee's Summit Visitors Council, Lee's Summit Chamber of Commerce, Lee's Summit School District and Downtown Rotary.
12. Continue annual and quarterly training in the Main Street Four-Point Approach and other best practices as provided by the National Trust for Historic Preservation, the National Trust Main Street Center and other professional organizations.

The Essential Duties and Responsibilities list is intended only as illustrations of the various types of work that are to be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar or related to the position.

Minimum Qualifications:

1. Bachelor's degree in events, marketing, tourism or related field.
2. Demonstrated experience in and knowledge of event and promotion management.
3. Proficient with Microsoft applications utilizing Word, Excel and presentation applications.
4. Proficient with Adobe applications utilizing InDesign, PhotoShop and Illustrator applications.
5. Budgeting, accounting and strategic planning experience.
6. Combination of education and experience.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

DOWNTOWN LEE'S SUMMIT MAIN STREET

The physical activity of this position: The physical activity of this position:

- Fingering. Picking, pinching, typing or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Hearing. Perceiving the nature of sounds at normal speaking levels with or without correction. Ability to receive detailed information through oral communication and to make the discrimination in sound.
- Mental acuity. Ability to make rational decisions through sound logic and deductive processes.
- Repetitive motion. Substantial movements (motions) of the wrist, hands and/or fingers.
- Speaking. Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly or quickly.

The physical requirements of this position:

- Primarily sedentary work. Exerting up to 30 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time with walking and standing required only occasionally. Ability to walk upstairs.

The visual acuity requirements including color, depth perception and field vision:

- The worker is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; and/or extensive reading.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The conditions the worker will be subject to in this position:

- The worker is subject to environmental conditions. Protection from weather conditions but not necessarily from internal temperature fluctuations.

DLSMS Vision Statement: Downtown is the heart of Lee's Summit; a commercially vibrant, family destination. It is an urban village with a mixture of uses, including specialty shops and restaurants, compatible residential development and City Hall that makes an important civic statement. It is, and will remain a place of experience – people walking, music playing, events happening – a public environment.