

PROGRAM SPECIALIST (COUNTY CENTER)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this position is responsible for promoting, marketing, booking and managing all events at the County Center, a large division of the Department of Parks, Recreation and Conservation. Event programming varies and includes trade shows, sporting events, recurring entertainment programs, and facility rentals for corporate sponsors and other guests using the facilities for business. Responsibilities involve working with County Center managers and staff in planning and coordinating event programming, maintaining extensive liaison with promoters, community groups and trade associations for the purpose of promoting the County Center as one of the department's most active use facilities, ensuring that events are properly staffed, and that facilities are appropriately and safely staged for events and programs. Supervision may be exercised over administrative support staff and hourly staff engaged in staging, setting up and breaking down event programming. Does related work as required.

EXAMPLES OF WORK:

Works with and maintains extensive liaison with show and event promoters, entertainment agencies, trade associations, business organizations and community groups to vend space and services as well as sell advertising space at the County Center;

Promotes and books all recurring shows and events, trade shows and room rentals at County Center, ensuring effective coordination of bookings; works with managers on bringing new event programming to the County Center;

Ensures facilities (e.g. stages, rooms, gymnasium) are staged properly for a wide variety of events by allotting an appropriate number of staff to both set up and breakdown events safely and in accordance with event plans and diagrams;

Prepares marketing and sales/rental programs for the County Center and works with departmental staff on promotional materials;

Assists in coordinating floor plans and seating arrangements for events;

Oversees and participates in setting up and preparing all meeting spaces to include, but not limited to, setting up tables, chairs, stages, podiums, etc. required to facilitate event programming;

Recruits and schedules special event personnel; ensures that staff engaged in special events follow departmental safety protocols and that events are appropriately staffed to manage the number of patrons anticipated;

Assists in monitoring hourly event staff; ensures safety protocols are followed and that work is carried out in accordance with given instructions;

Plans and coordinate tours of the County Center facility for vendor and promoters;

Maintain electronic records and files for reporting generated revenue; prepares reports as requested;

Assist managers in developing plans for future events;

EXAMPLES OF WORK: (Illustrative Only) (Cont'd.)

Prepare surveys for distribution to solicit both vendor and patron feedback;

Attends meetings and conferences as assigned;

Uses automated systems and other computer applications such as spreadsheet, word processing, calendar, email and database software in performing work assignments;

May perform other incidental tasks, as needed.

FULL PERFORMANCE SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the management and operations of a multi-use facility providing space for a wide variety of event programming; good knowledge of marketing techniques, including research analysis and implementation; ability to prepare and deliver presentations; ability to communicate effectively, both orally and in writing; ability to coordinate the work of staff engaged in staging events; ability to establish effective relationships with community groups, vendors and entertainment promoters; ability to use automated systems such as spreadsheets, word processing, calendar, email and database software; ability to read, speak, understand and communicate in English sufficiently to perform the essential functions of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Bachelor's Degree* and two years of experience in sales, marketing, public relations, communications or a closely related field which must have involved marketing or staging event programming.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution accredited or recognized by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.