



## CITY OF MCKINNEY

### JOB DESCRIPTION

**JOB TITLE:** Marketing & Special Events Coordinator  
**REPORTS TO:** Marketing & Social Media Manager  
**FLSA:** Exempt

**JOB CODE:** 4140  
**SAFETY SENSITIVE:** No  
**GRADE:** 16

### WORKING FOR THE CITY OF MCKINNEY

Working for the City of McKinney is more than a job. It is an opportunity to make a meaningful difference in the lives of others. It is also an opportunity to have a hand in the development of one of the fastest growing communities in the nation. Proudly recognized on the Top Workplaces USA list by USA TODAY, our team is dedicated to making McKinney one of the best places to work, live, and raise a family. That's why we exist. Join us and start making a difference today.

### OUR CORE VALUES

City of McKinney employees work hard and at a very fast pace. However, we also look after and support one another. All of us are guided by four employee-inspired values – Respect, Integrity, Service, and Excellence (RISE). We are also supported by servant-based leaders who foster and support a healthy, family-oriented culture. All new employees are expected to embrace and live by our core values and commit to helping us sustain our exceptional work environment as a high performance organization (HPO).

### SUMMARY OF POSITION

The Marketing and Special Events Coordinator performs various professional and technical duties involving research, design, implementation, and monitoring of marketing and special events efforts. Under the guidance of the Marketing and Social Media Manager, this position will plan and execute MEDC events and coordinate social media posts and campaigns in support of the organization's strategies and goals. This role requires creativity and a dedication to continually testing, measuring, and evolving event programs and marketing tactics.

### GENERAL EXPECTATIONS FOR ALL EMPLOYEES

In order for us to continue to achieve our primary function of making McKinney a better place to live, work, and raise a family, we hold these expectations for all employees.

- Learn and demonstrate an understanding of how team, department, and City goals are interconnected.
- Contribute to a positive work culture.
- Maintain regular and reliable attendance.
- Ability to assess his/her work performance or the work performance of the team.
- Contribute to the development of others and/or the working unit or overall organization.
- Ability and willingness to work as part of a team, to demonstrate team skills, and to perform a fair share of team responsibilities.
- Ability to continuously learn and develop through a mix of internal and external training opportunities, and if applicable, encourage subordinates to do the same.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Manages events, tradeshows, group familiarization tours and networking functions.
- Serves as key contact with host site and meeting planner, organizes set up and tear down, ensures appropriate staffing, researches, and selects vendors and venues, sends invites, and schedules transportation.
- Coordinates and leads pre-event planning with internal staff when required.
- Develops print materials/event promotional materials for all special events, including but not limited to: Save the Date, invitations, and event programs.

- Collaborates with MEDC Projects Team, Operations Team and Marketing Teams as needed.
- Negotiates contracts and services with event vendors.
- Creates and distributes detailed and accurate events summaries, timelines and task lists for events.
- Create and schedule weekly social media post content.
- Work with the Marketing Manager to develop and manage an events and social media calendar in alignment with the overall content strategy.
- Responsible for developing and implementing the organization's social media content strategy to drive engagement across channels, including Facebook, Twitter, LinkedIn and Instagram.
- Monitor, analyze and report on social media analytics, then use that information to evaluate effectiveness and drive improved strategy and social messaging.
- Completes post-meeting follow-up to include post-event surveys, thank you letters, and post-event reports and budgets for each event.
- Works with the MEDC Operations Manager with event-related purchasing activities.
- Monitors and orders inventory of logo wear and swag items.
- Maintains positive relationships with supplier and vendor service providers.
- Attends meetings, conferences, special events, and tradeshow.
- Provides research when needed to explore event-related options such as give-away items, cost comparisons, vendor alternatives, and provides cost-saving ideas.
- Utilizes event software to build registration websites, upload names, update information, online registration, RSVP management, and generate reports.
- Takes part in continuous education and professional development relevant to position.
- Learns new technologies and applications as well as maintains relevant certifications.
- Ensures event execution is conducted per agreed contracts or sponsorships.
- May attend Industry related events or special meetings.
- Manages other assigned Special Projects as required.
- Complies with all written MEDC and City policies and procedures.
- Maintains in office availability (not a remote position).
- Adheres to assigned work schedule as outlined in City and department attendance policies and procedures.

#### **OTHER JOB FUNCTIONS:**

- Perform other duties as assigned or directed.

#### **KNOWLEDGE, SKILLS, ABILITIES, AND BEHAVIORS**

- Ability to embrace and embody the City's core values of Respect, Integrity, Service, and Excellence (R.I.S.E.).
- Ability to communicate effectively with peers, supervisors, subordinates, and people to whom service is provided.
- Ability to produce desired work outcomes, including quality, quantity, and timeliness.
- Ability to plan and organize work, time, and resources, and if applicable, that of subordinates.
- Highly detail-oriented; resourceful; proactive; solution-focused; Ability to work independently, demonstrating self-motivation, enthusiasm, willingness to learn; and strong work ethic.
- Ability to exercise judgment, decisiveness and creativity in situations involving a variety of generally pre-defined duties which are often characterized by frequent change.
- Ability to interpret instructions furnished in written, oral, diagrammatic, or schedule form. Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives.
- Ability to calculate, compute, tabulate and summarize data and/or information. Includes the ability to perform subsequent analysis and actions in relation to these computational operations.
- Ability to operate computer, printers, AV, and other office equipment.
- Experience working in an office environment and supporting a team; contribute as a team member and treat co-workers, subordinates, and customers with respect.
- Resourceful; strong attention to detail; proactive; solution-focused; able to work independently; demonstrates strong work ethic.
- Strong interpersonal skills including experience building and maintaining professional relationships with a diverse network of individuals and organizations, including internal staff and customers.
- Offer flexibility and adaptability, especially during times of change.

- Effective communication skills – both orally and in writing – along with strong people skills, sharp written and verbal communication skills, and solid discernment.
- Experience managing events or special activities
- A proven track record of driving creative content and growing audiences
- Creative mindset and the ability to generate innovative content ideas suitable for various social media platforms
- Flexible and collaborative with an ability to work well across different teams and departments
- Willingness and ability to work effectively as part of a team across the larger enterprise, sharing information and insights, collaborating to solve problems, and connecting events and social media to our broader mission
- Familiarity with analytics tools and methods for measuring success through data
- Strong understanding of Facebook, Twitter, Instagram, LinkedIn and YouTube, and demonstrated experience in managing an organization's LinkedIn and Meta accounts
- Excellent organizational and communication skills
- Organized and flexible, with a team-player mindset.
- Excellent attention to detail and ability to work efficiently in a fast-paced environment.
- Ability to maintain strict confidentiality

### **MINIMUM QUALIFICATIONS**

**Any work related experience resulting in acceptable proficiency levels in the below Minimum Qualifications may be an acceptable substitute.**

A Bachelor's degree in Public Administration, Economic Development or Business Administration or related field is required with three (3) years of event planning experience which demonstrate well-organized systems with excellent multi-tasking abilities. High proficiency in Office 365. Certified meeting professional and/or degree in event management, hospitality, or related field, is a plus.

### **CONDITIONS OF EMPLOYMENT**

- Must pass a drug screen and background check.
- Must have Class C Texas Driver's License.
- Must be able to work evenings and weekends.
- Must be able to attend out of state events and conferences.

### **PHYSICAL DEMANDS**

The ability to lift and / or exert force up to twenty-five (25) pounds may be required. May be subject to repetitive motion such as typing, data entry, and vision to monitor. May be subject to extended periods of standing, bending, reaching, kneeling, and lifting such as setting up for meetings and events, and transporting materials and supplies for presentations and programs.

### **WORK ENVIRONMENT**

Tasks are regularly performed without exposure to adverse environmental conditions, such as dirt, dust, pollen, odors, wetness, humidity, rain, fumes, temperature and noise extremes, machinery, vibrations, electric currents, traffic hazards, toxic agents, violence, disease, or pathogenic substances.

*The above statements describe the general nature and level of work being performed as of the date of preparation and approval. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of the position. Employees holding this position will be required to perform any other job-related duties as requested by management. The job description does not constitute an employment agreement between the employer and employee, and all requirements are subject to possible modification to reasonably accommodate individuals with disabilities.*

*The City of McKinney is an equal opportunity employer (EOE) committed to an alcohol / drug free workplace and to providing equal opportunities regardless of age, race, color, gender, religion, national origin, marital status, veteran status, disability or any other legally protected status.*

**Original Issued Date:** Aug 5, 2024

**Revision Issue Date:**