



Code: 0346

Family: Public Relations and Creative Arts

Service: Administrative

Group: Clerical, Accounting, and General Office

Series: General Administrative

CLASS TITLE: PROGRAM DIRECTOR - SPECIAL EVENTS

CHARACTERISTICS OF THE CLASS

Under direction, manages a division responsible for the development, coordination, and promotions of programs, festivals, and events sponsored by the Mayor's Office of Special Events, and performs related duties as required

ESSENTIAL DUTIES

- Develops goals and objectives and implements related policies and procedures for major lakefront and community festivals, holiday celebrations, amateur sporting events, and film production activities
- Directs staff engaged in the planning and coordination of programs and events
- Oversees the recruitment and contracting of event producers, performers, and vendors, ensuring the City receives the best entertainment and services available
- Directs and assists events producers with programming, logistics, hospitality, and production details
- Establishes relationships and works with other agencies to share resources and partner during events
- Directs and oversees marketing campaigns to promote events and communicate messages to the public using various methods (e.g., radio and television media, newsletters, websites, hotline)
- Manages event sites to ensure policies and procedures are followed and events run smoothly
- Directs the preparation of program budgets and monitors expenditures
- Prepares management reports on program activities
- Attends hospitality and appreciation events
- Directs staff training

NOTE: *The list of essential duties is not intended to be inclusive; there may be other duties that are essential to particular positions within the class.*

• MINIMUM QUALIFICATIONS

Education, Training, and Experience

- Graduation from an accredited college or university with a Bachelor's degree in Marketing, Advertising, or a directly related field, plus five years of work experience in events planning and promotion, of which three years are in a supervisory role related to the responsibilities of the position; or an equivalent combination of education, training and experience

Licensure, Certification, or Other Qualifications

- None

WORKING CONDITIONS

- General office environment

EQUIPMENT

- Standard office equipment (e.g., telephone, printer, photocopier, fax machine, calculator)
- Computers and peripheral equipment (e.g., personal computer, computer terminals, hand-held computer, modems, scanners)

PHYSICAL REQUIREMENTS

- Ability to stand and walk for extended periods of time

KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS**Knowledge**

Comprehensive knowledge of:

- applicable City departments and departmental services, programs, and resources
- *program planning and administration
- *developing sponsorship, marketing, and public relations plans

Advanced knowledge of:

- *applicable computer software packages
- budget preparation and planning

Moderate knowledge of:

- *management and supervisory methods, practices, and procedures
- *principles, practices, and techniques of public relations and community outreach

Some knowledge of:

- applicable research methods
- writing and formatting styles and methods used in applicable publications
- effective speech writing

Knowledge of applicable City and department policies, procedures, rules, regulations, and ordinances

Other knowledge as required for successful performance in the Program Coordinator-Special Events class

Skills

- *ACTIVE LEARNING - Understand the implications of new information for both current and future problem-solving and decision-making
- *ACTIVE LISTENING - Give full attention to what other people are saying, taking time to understand the points being made, ask questions as appropriate, and not interrupt at inappropriate times
- *CRITICAL THINKING - Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems
- *LEARNING STRATEGIES - Select and use training/instructional methods and procedures appropriate for the situation when learning or teaching new things
- *COMPLEX PROBLEM SOLVING - Identify complex problems and review related information to develop and evaluate options and implement solutions

- *MANAGEMENT OF PERSONNEL RESOURCES - Motivate, develop, and direct people as they work and identify the best people for the job
- *COORDINATION WITH OTHERS - Adjust actions in relation to others' actions
- *JUDGEMENT AND DECISION MAKING - Consider the relative costs and benefits of potential actions to choose the most appropriate one

Other skills as required for successful performance in the Program Coordinator-Special Events class

Abilities

- COMPREHEND ORAL INFORMATION - Listen to and understand information and ideas presented through spoken words and sentences
- SPEAK - Communicate information and ideas in speaking so others will understand
- COMPREHEND WRITTEN INFORMATION - Read and understand information and ideas presented in writing
- WRITE - Communicate information and ideas in writing so others will understand
- REASON TO SOLVE PROBLEMS - Apply general rules to specific problems to produce answers that make sense
- DEMONSTRATE ORIGINALITY - Come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem
- REACH CONCLUSIONS - Combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events)

Other abilities as required for successful performance in the Program Coordinator-Special Events class

Other Work Requirements

- INITIATIVE - Demonstrate willingness to take on job challenges
- LEADERSHIP - Demonstrate willingness to lead, take charge, and offer opinions and direction
- COOPERATION - Be pleasant with others on the job and display a good-natured, cooperative attitude
- SOCIAL ORIENTATION - Prefer to work with others rather than alone and being personally connected with others on the job
- ADAPTABILITY/FLEXIBILITY - Be open to change (positive or negative) and to considerable variety in the workplace
- DEPENDABILITY - Demonstrate reliability, responsibility, and dependability and fulfill obligations
- ATTENTION TO DETAIL - Pay careful attention to detail and thoroughness in completing work tasks
- INNOVATION - Think creatively about alternatives to come up with new ideas for and answers to work-related problems
- ANALYTICAL THINKING - Analyze information and using logic to address work or job issues and problems

Other characteristics as required for successful performance in the Program Coordinator-Special Events class

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All employees of the City of Chicago must demonstrate commitment to and compliance with applicable state and federal laws, and City ordinances and rules; the City's Ethics standards; and other City policies and procedures.

The City of Chicago will consider equivalent foreign degrees, accreditations, and credentials in evaluating qualifications.

* May be required at entry.

City of Chicago
Department of Human Resources
(Valtera Corporation)

Date: June, 2010