



Event Assistant

Department **Community Relations**
Supervisor **Assistant Director**
Pay Grade **12**
FLSA Status **Non-Exempt**
Last Revised **November 2022**

Overview

Under the general direction of the Assistant Director, this position is responsible for helping execute special events, community engagement and promotional activities for the City. The Event Assistant will be charged with creating and executing events on North Liberty's City Slate and contribute to North Liberty Blues & BBQ and North Liberty's Beat the Bitter's annual festivals. This position will also help develop plans for Centennial Park's future event center, outdoor stage and pavilion, with the opportunity for increased responsibility once Centennial Park construction is completed.

Essential Functions & Duties

- Responsible for the planning and execution of approximately 10 to 12 events on the City Slate.
- Research and pitch new event, engagement, and program ideas for the City of North Liberty.
- Serve on the planning committee of the City's staple festivals: Blues & BBQ and Beat the Bitter.
- Recruit volunteers and provide them with training for special events.
- Actively recruit bookings for Gerdin Conference Center and service large-scale events at Gerdin as on-site contact for facility and AV needs.
- Primary contact for Centennial Park's event center and pavilion (expected competition of construction in 2025 but begin marketing and booking in 2024).
- Research, set up and manage reservation software that could meet the needs for all City rental facilities (recreation, library, park shelters, ball fields and Centennial)
- Aid in generating materials and policies for Centennial Park's future event center.
- Create promotional materials, newsletters, social media content and other collateral to support events and engagement initiatives.
- Provide support for the Neighborhood Ambassador program.
- Assist with implementation of various City engagement efforts.
- Help fulfill sponsor benefits for City partners.
- Maintain detailed records of event budgets and contracts.
- Assist in building and maintaining the City of North Liberty's online presence.

- Strive to constantly improve the reputation of the City and uphold the quality standards of City events.
- Other duties as assigned by Assistant Director or Director.

Qualifications

A Bachelor's degree, or at least two years' work experience in a related field required.

Proficiency in digital communications required. Must have a positive, assertive, and personable attitude and a willingness to work with the general public on a daily basis. Attention to detail, organization skills and general computer skills in a Windows environment required. Familiarity with Adobe Creative Suite and Microsoft 365 products is helpful. Knowledge of municipal government structure, graphic design and web skills and social media expertise is preferred. Previous work experience at an event venue helpful.

Physical, Mental and Environmental Requirements

Must have a valid Iowa driver's license and reliable transportation. Must be functionally literate in written and spoken English. Must be physically mobile and able to lift and carry equipment up to 50 pounds. Must be able to operate equipment in various physical and environmental circumstances. Endurance of noise associated with various indoor and outdoor conditions required.

This job description is not the complete statement of every task and responsibility that is required of this position. It contains the major duties performed by an individual and may require assistance with other tasks as necessary.