

## CITY OF OVERLAND PARK POSITION DESCRIPTION

|   |  |  |                         |
|---|--|--|-------------------------|
| <b>TITLE:</b>   | Special Events & Education Coordinator     | <b>BAND/LEVEL:</b>                         | Contract                |
| <b>DEPARTMENT:</b>                                    | Parks Services                             | <b>JOB NO:</b>                             | 3035                    |
| <b>DIVISION:</b>                                      | Arboretum & Botanical Gardens              | <b>DATE:</b>                               | 6/11/2013               |
| <b>REPORTS TO:</b>                                    | Supervisor, Arboretum & Botanical Gardens  | <b>FLSA STATUS:</b>                        | Nonexempt               |
| <b>FULL-TIME:</b> <input checked="" type="checkbox"/> | <b>PART-TIME:</b> <input type="checkbox"/> | <b>TEMPORARY:</b> <input type="checkbox"/> | <b>COST CENTER:</b> 515 |

**REPLACES:**

**DATE:**

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### **JOB SUMMARY STATEMENT:**

Coordinates special events and educational programming for the Arboretum & Botanical Gardens, which includes small and large special events, educational classes and programs, and nature walks. Participates in the planning and development of events and programs. Plans, develops and coordinates marketing and public relations for the Arboretum events, in conjunction with the Friends of the Arboretum (FOTA) marketing committee. Oversees development of curriculum for all education programs. Identifies grant opportunities and prepares submissions. Coordinates with Volunteer Coordinator, Concession Supervisor and other Arboretum staff and FOTA event chairs.

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### **DUTIES AND RESPONSIBILITIES:**

1. Coordinates special events and education programming for the Arboretum & Botanical gardens. Assists in the planning and development of all current events including Plant Sales, Golf Tournament, Luminary Walk, Stems, Prairie Open House, exhibits, festivals, concerts and temporary displays, as well as new events. Assists in the development of new events and educational programs.
2. Plans, develops and coordinates all marketing and public relations plans for events and activities at the Arboretum, in coordination with the FOTA marketing committee. Creates, designs, prepares and writes materials for brochures and other promotional materials. Reviews, updates, designs and writes information for use on the City's website, the Arts and Recreation Foundation of Overland Park (ARFOP) website and additional web media.
3. Oversees development of curriculum for all educational programs at the Arboretum, including instructors, accommodations, printed materials, marketing, enrollment, scheduling and other items, as identified. Provides support for the Outdoor Education program.
4. Maintains database of participants and vendors, and other databases as identified.
5. Works with schools, community groups, organizations, and others to increase awareness of Arboretum as a resource, and develops collaborations and partnerships to extend the Arboretum's programs.
6. Attends Friends of the Arboretum meetings when directed. Provides direct support to the Friends of the Arboretum by creating and maintaining budgets; assisting in identifying, writing and submitting grants.
7. Produces post-event wrap up reports; prepares progress reports for the FOTA monthly meetings.
8. Assists with supervision of volunteers, seasonal and part time employees. Performs other duties as assigned, and assists in the daily operation of the Arboretum, as needed.
9. The employee must work the days and hours necessary to perform all assigned responsibilities and tasks. Must be available (especially during regular business hours or shifts) to communicate with subordinates, supervisors, customers, vendors and any other persons or organization with which interaction is required to accomplish work and employer goals.
10. The employee must be punctual and timely in meeting all requirements of performance, including, but not limited to, attendance standards and work deadlines; beginning and ending assignments on time; and scheduled work breaks, where applicable.

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## GENERAL QUALIFICATIONS

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### **EDUCATION & SPECIAL LICENSE(S)/CERTIFICATIONS:**

Bachelor's degree in marketing, public relations, hospitality management, business or related field or an equivalent combination of education and experience.

Possession of appropriate, valid driver's license.

Must maintain an insurable driving record

### **EXPERIENCE:**

Three years experience in working with the public and organizing special events. One year of experience in the design and publishing of written materials or web site design preferred. Supervisory experience and experience working with volunteers preferred.

### **SKILLS:**

1. Analytical skills
2. Attention to detail
3. Basic math skills
4. Good organizational and time management skills
5. Good oral and written communication skills
6. Good listening skills
7. Ability to design quality brochures, signs and other promotional materials
8. Effective public relations skills
9. Mechanical aptitude
10. Tact and diplomacy
11. Working knowledge of windows-based PC software applications such as desktop publishing, presentation, spreadsheets and word-processing

### **MENTAL REQUIREMENTS:**

1. Ability to meet deadlines
2. Ability to train and guide others
3. Ability to carry out assignments through oral and written instructions
4. Ability to work independently
5. Ability to work in a hectic environment with many interruptions
6. Creative design and written communications
7. Ability to work on several projects at one time
8. Good memory skills
9. Ability to learn and comprehend PC software applications.
10. Alpha and numeric recognition
11. Ability to learn new materials and systems
12. Ability to prioritize work

### **PHYSICAL REQUIREMENTS:**

1. Ability to work in extreme environmental conditions
2. Excessive standing and/or walking
3. Ability to reach, stand, bend, stoop and climb
4. Ability to make and receive phone calls
5. Ability to speak to an individual or a group for an extended period of time
6. Ability to operate office equipment such as copy machine, fax machine, calculator, and personal computer
7. Hand and eye coordination adequate to input computer and typewriter.
8. Ability to operate city cars, trucks and golf carts.

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**SUPERVISORY RESPONSIBILITY (Direct & Indirect):**

Direct and indirect: Part-time, temporary and volunteer personnel

**The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.**