



# Job Vacancy

## Events & Promotions Manager See Lancaster

**Job Description:** Under limited supervision, manages, plans, coordinates, and administers festivals and events sponsored by the City of Lancaster. Coordinates event layouts and set-ups, schedules volunteers, communicates with key people and sponsors, both internal and external to the City, and manages the final setup and preparation of events. Responsible for developing a promotion strategy and managing and monitoring campaigns to promote the City's events and the City in general. Maintains and creates content for the City's website, electronic message board, and social media platforms.

- Plans, creates, organizes, and develops all City sponsored events and festivals, to include, but not limited to, Boo Funfest, Christmas in the City, Christmas Parade, Easter Bash, Finally Fridays, Juneteenth Celebration, May the Fourth Be With You, MLK Jr. Parade and Ceremony, Movie Nights, Murder Mysteries, Red Rose Festival, Scarecrow on Main, and Tree Lighting.
- Identify and develop marketing strategies and campaigns to promote City events.
- Create appropriate promotional and marketing content for a variety of outreach channels to ensure promotions reach audience in a timely manner.
- Evaluate and improve marketing campaigns with possible solutions to fit within budgetary constraints.
- Responsible for assisting in the downtown walking tours, to include any necessary revisions to the program.
- Plans, organizes, and oversees the coordination of vendors in all events and festivals.
- Reviews all vendors' applications for acceptance or rejection for all City-sponsored events.
- Creates all press releases, flyers, brochures, advertisements, banners, applications, etc. for festivals and events and submits them to the City Administrator for approval.
- Works closely with the Municipal Association of South Carolina in the implementation of the Main Street SC "Four Point" approach program.
- Assists with various community events and projects.
- Assists other City departments with events and promotions related to their specific responsibilities as determined by the City Administrator.
- Works closely with the Risk Safety Manager to ensure the safety of participants, as well as liability issues of the City are met.
- Works closely with the Business License Specialist to ensure that licensing of vendors is active and collection of Hospitality Tax, if applicable, is collected.
- Coordinates and schedules various appearances for the City mascot.
- Recruits and manages volunteers for all events, maintaining a volunteer "pool". Ensures all volunteers have background checks and have signed waivers for liability. Manages the preparation, setup, and dismantling of all events.
- Provides a detailed critique of events for future improvements.
- Represents the City in the Kennedy Center Partnership. Participates in all planning and facilitation of activities as it relates to arts in education and learning through creativity.
- Coordinates the installation of the student art banners project.
- Updates website content, including information, images, calendar contents, schedules, graphics, etc., according to the changing needs of the City.
- Responsible for the management all aspects of the City's social media platforms, including coordination for cross-marketing and partnership marketing/promotion with agencies/businesses throughout Lancaster County.
- Maintains and create artful content for the City's electronic message board.

- Successfully interacts with City Administrator, other City departments, committees, governmental and private entities, businesses and property owners.
- Performs general administrative/clerical work as required, including but not limited to preparing reports and correspondence, copying and filing documents, entering and retrieving computer data, answering the telephone, etc.
- Performs related duties as directed when such duties are a logical and appropriate assignment to the position.

**Desirable Education and Experience:** Associate's Degree and three (3) years of professional experience in event planning, or an equivalent combination of education, training and experience that provides the required knowledge, skills and abilities.

**Application for Position:** Applicants interested in this job opportunity may apply online at [www.lancastercitysc.com](http://www.lancastercitysc.com) (employment tab) or at the One Stop Career Center at 705 North White Street, Lancaster, SC. Position open until filled. EOE.

**Position May be Subject to the Following Background Checks:** Credit Check, Criminal History, Driving History, Drug Test, Medical/Physical

Grade	Salary Range	
211	\$18.63 to \$23.29	