

City of Santa Fe, New Mexico

P.O. Box 909, 200 Lincoln Ave
(505) 955-6597 Fax (505) 955-6810

www.santafenm.gov



POSITION TITLE CVB Program and Event Manager (2445)
DEPARTMENT Tourism
PERIOD TO APPLY: 3/16/2018-4/16/2018
SUPERVISOR: Director Tourism Santa Fe

SALARY RANGE: \$25,937-46,231(N)
FLSA/UNION STATUS: Exempt/Nonunion
POSITION STATUS: Exempt/Full-Time
LOCATION: CVB

GENERAL DESCRIPTION

The Program and Events Manager will oversee ongoing programs and events supported by TOURISM Santa Fe. The Program and Event Manager will also be responsible for creating or participating in the creation of new programs and events that support the goals of the Department in enhancing the guest experience in Santa Fe and growing revenue collections.

SUPERVISION RECEIVED

Works under the general supervision of the Executive Director of TOURISM Santa Fe and supports the efforts of the Director of Marketing and Director of Sales.

SUPERVISION EXERCISED

Provides general supervision and direction to Visitor Center staff.

NATURE OF WORK

ESSENTIAL FUNCTIONS: *The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.*

Coordinates the operation and execution of ongoing programs under the supervision of TOURISM Santa Fe Executive Director such as but not limited to the Visitor Centers, Margarita Trail, Destimetrics and OTAB Grants.

Develops new programs to enhance the visitor experience or drive additional tourism to Santa Fe.

Works with tourism partners in the oversight of or development of programs to accomplish TOURISM Santa Fe goals.

Coordinates ongoing events that TOURISM Santa Fe is in a primary or lead role such as New Year's Eve People to the Plaza or Celebrate Global Arts and Culture.

Develops new events that can be one time or on-going (with the objective of turning over to others to continue) events to enhance the visitor experience or bring visitors to Santa Fe.

Works with tourism partners in their own production of events to accomplish the TOURISM Santa Fe goals.

Provides direct support to the Visitor Services Coordinator and is responsible for all personnel issues.

Minimum Qualifications

Education and Experience

Bachelor's Degree in communications, marketing, event planning or related field and three (3) years of experience in communications, marketing, event planning and management or other relevant experience, or a High School diploma and seven (7) years of experience in communications, marketing, event planning and management or other relevant experience.

ADDITIONAL REQUIREMENTS

Must possess a valid driver's license and obtain a City of Santa Fe driving permit within three (3) months of hire.

Must be able to travel and attend evening and weekend events.

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KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of event planning and management.

Skill in time management, oral and written communication and organization to successfully plan events, identify resources and implement action plan.;

Ability to develop and maintain constructive and cooperative working relationships with individuals of diverse backgrounds, both internally/externally, within and outside of organization; communicate new ideas and concepts to result in generating support from industry partners; manage multiple projects independently, quickly adapt to changes in direction and collaborate effectively with constituents and stakeholders when planning, designing and/or producing events.

PHYSICAL DEMANDS/WORK ENVIRONMENT

Work is performed in a typical office setting with typical climate controls. Business attire is required. Tasks require a variety of physical activities such as walking, standing, stooping, sitting reaching not generally involving muscular strain. Job functions normally require talking, hearing and seeing. Common eye, hand, finger dexterity required for most essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Periodic travel and attendance at evening and weekend events is required. Requires the ability to lift up to 40 pounds.

ADA/EEO Compliance

The City of Santa Fe is an Equal Opportunity Employer. In compliance with the American's with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.

VETERAN'S HIRING INITIATIVE

Pursuant to City of Santa Fe Resolution No. 2013-079, the City of Santa Fe Human Resources Department (HRD) has implemented a Veterans' Hiring Initiative policy in order to provide opportunities for veterans who meet or exceed the minimum qualifications for city employment to obtain City employment. The Governing Body does not guarantee that a veteran shall be hired for the position being applied for, only that the veteran will be given an interview; and, it does not intend to supersede or modify any collective bargaining agreement that is currently in place with the City of Santa Fe.

Job applicants who are veterans who have an honorable discharge from the military or are members of the National Guard or Reserve who have successfully completed basic training, must use the Veteran Certification Form to identify themselves and then must attach a copy of their DD214 or DD215 and/or their proof of current Active, Guard or Reserve enlistment in order to certify their status.