

**JOB DESCRIPTION  
CITY OF SPRINGFIELD**

**HUMAN RESOURCES DEPARTMENT  
EMPLOYMENT AND  
COMPENSATION DIVISION**

Job Title Special Projects Coordinator  
Sch & Grade PAT-7  
Class Code BH82  
FLSA Status Non-exempt  
Bargain Unit Elig. AFSCME  
Occupational Group Public Info & Education

**PRIMARY PURPOSE:**

Manage special events and projects within the Public Information Department and/or Springfield-Greene County Park Board, depending upon assignment. Works with other City departments and outside agencies, including development of themes, acquisition of materials, researching outside funding opportunities, developing and analyzing bids, overseeing publicity and media relations and assigning project duties within Public Information Department and the Park Board.

**SUPERVISION:**

Under general supervision of the Director of Public Information with input from the Parks designee. May supervise staff and/or interns on assigned projects; supervise Public Information Department support staff in absence of the Director of Public Information.

**DESCRIPTION OF WORK:**

**ESSENTIAL FUNCTIONS:**

1. Develops thematic approaches, obtains and analyzes bids and procures materials, organizes program content, and coordinates Public Information Department, Parks staff, other City employees and community volunteers as necessary for assigned events and projects.
2. Oversees media relations and publicity for assigned events and projects.
3. Arranges for set-up, teardown and other operational functions necessary for assigned events and projects.
4. Travels to off-site locations to coordinate special events and programs throughout the City and Greene County.
5. Researches and writes information for news releases for special events and other topics as assigned by the Director of Public Information or Director of Parks and Recreation or Assistant Director.
6. May be asked to assist the Director of Public Information with coordination of response to major or emergency news events.
7. Oversees the creation of brochures for internal or external communication related to specific special events and/or Jordan Valley projects.
8. Attends some City Council meetings, Park Board meetings, committee meetings, board or community meetings to work with or inform media about the meetings.
9. Plans, organizes, and executes informational campaigns for the City's election strategy.
10. Serves as Production Editor for the City of Springfield Newsletter.
11. Manages and coordinates special events or projects both generated by the Public Information Department and the Springfield-Greene County Park Board, including special events in Jordan Valley Park such as the summer concert series and Festival of Lights activities.
12. Works with other community agencies and facilities in the public, non-profit and private sector on collaboration and coordination of Jordan Valley special events under the direction of PIO and/or Parks, including support for groups seeking to secure sponsorships and/or grants for Jordan Valley special events.
13. Assists the Director of Public Information and Assistant Director of Parks in organizing, holding and keeping minutes of meeting of the Jordan Valley Marketing Council.
14. Assists the Director of Public Information with the development and execution of the City's role in a comprehensive collaborative marketing plan for Jordan Valley/Center City Springfield.
15. Operates word processing, desktop publishing, and database software and maintains records and prepares reports as assigned.

**IMPORTANT FUNCTIONS:**

1. Attends conferences, workshops, seminars and other training for professional development purposes.
2. Performs minor office administration tasks, such as copying, filing, faxing, etc.

*Performs related work as required.*

**QUALIFICATIONS REQUIRED:**

Any combination of education, training, and experience providing the following knowledge, skills, and abilities:

**Knowledge**

Principles, techniques and objectives of public relations; current English language usage and journalistic styles, both print and broadcast; effective speaking techniques; graphic design principles, typography and layout techniques; audio-visual equipment and its uses; effective internet and e-mail usage principles.

**Abilities**

Effectively execute special event and program activities within established resource and budgetary constraints; effectively direct the work of assigned personnel; utilize sound, independent judgment; follow oral and written instructions; utilize appropriate software such as word processing, desktop publishing, and database; effectively and creatively research, write, organize, prepare and present information and comprehensive reports; effectively make presentations to a varied audience; communicate effectively, both verbally and in writing; disseminate information in a friendly and professional manner; deal effectively and courteously with individuals at all levels of the organization, including associates, the general public; present an overall professional image; model and promote acceptance and respect for differences among employees and citizens; perform effectively as a member of the team in carrying out the City’s stated mission and philosophy; perform the essential functions of the job without posing a direct threat to the health and safety of others.

**Experience, Education, and Training**

Requires graduation from an accredited college or university with a Bachelor’s degree in journalism, communications, public relations or closely related field plus one year of experience in the communications or public relations field with project management duties. Professional experience in public relations or communications may be substituted for the formal education requirement on a year-for-year basis.

**Physical Requirements**

Performs bending, kneeling, sorting, twisting and reaching from ground level to overhead; grips, holds and carries objects weighing up to 40 pounds; pushes and pulls up to 25 pounds; must be able to operate a computer keyboard and/or mouse. Subject to extended periods of walking and/or standing.

**Working Environment**

Primarily indoors with heating and cooling regulated in a general office environment. Some work locations may not have controlled heating/cooling. May be exposed to various weather conditions during special events.

**Licensing/Certification**

None required.

**Miscellaneous Requirements**

Schedule will include some weekend and evening hours to accommodate special events, projects or other work related activities. If operating a motor vehicle during the course of performing job duties, must possess a valid Missouri Motor Vehicle Operator’s License, and provide required liability coverage.

<b>Last Revision:</b>	February 17, 2012	<b>GENERAL ORDINANCE NO.</b> 5344
<b>Comments:</b>	Updated Abilities	<b>Date:</b> 1-12-04

**I have read the foregoing job description in its entirety and understand its contents. I can perform the essential functions outlined with or without reasonable accommodation under the Americans with Disabilities Act.**

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_