



MARKETING AND EVENT ASSISTANT PART-TIME

DEFINITION

Under general supervision, provides essential support in the planning, coordination, and execution of city-sponsored events. This position is instrumental in ensuring events are executed seamlessly, from initial preparation through post-event wrap-up, to deliver memorable experiences for participants.

As a direct point of contact with residents, visitors, and stakeholders, the Events Assistant plays a key role in upholding the City of Solvang's reputation by providing exceptional service and fostering positive public engagement.

DISTINGUISHING CHARACTERISTICS

The Events Assistant position is distinguished by its hands-on involvement in the coordination and execution of public events and its direct interaction with the community, vendors, and sponsors. This role requires a high level of adaptability, strong interpersonal communication, and a commitment to excellent customer service. Unlike administrative roles, the Events Assistant is frequently engaged in fieldwork, including physical setup and breakdown of event spaces, and often works outside standard business hours to accommodate event schedules. The ideal candidate demonstrates initiative, thrives in a dynamic, fast-paced environment, and contributes to the City of Solvang's mission of creating positive, memorable community experiences.

This is a part-time, hourly, at-will position not to exceed 20 hours per week. The position is excluded from the represented bargaining unit and is not eligible for health, welfare, retirement benefits or any other benefits not required by law.

SUPERVISION RECEIVED AND EXERCISED

Receives supervision from the Director of Parks and Recreation or their designee. Exercises no supervision over other staff..

EXAMPLES OF DUTIES:

Below is a descriptive list of the range of duties performed by employees in this classification. These examples are not intended to reflect all duties performed within the job, and not all duties listed are necessarily performed by each individual.

- Assist in planning, organizing, and executing events, including but not limited to vendor coordination, venue set-up, registration, and on-site logistics.
- Communicate with vendors, volunteers, and attendees in a professional and timely manner.
- Maintain and distribute event and promotional materials and supplies; assist with packing, transporting, and setting up event equipment.
- Support event promotional efforts including social media posts, email communications, and flyer distribution.
- Manage vendor check-in and registration during events.
- Help track event expenses and ensure records are updated post-event.
- Provide post-event support, including breakdown, feedback collection, and summary reports.

- Help review tourism website to ensure data is accurate and up to date.
- Assist in the development and maintenance of sponsorship databases, tracking current sponsors, prospects, and deliverables.
- Help draft sponsorship proposals, packages, and promotional materials for potential sponsors.
- Assist in scheduling and coordinating sponsor-related elements at events.

QUALIFICATIONS

Knowledge of:

- Previous experience in event planning or customer service preferred.
- Excellent organizational, multitasking and time management skills.
- Strong communication and interpersonal abilities.
- Ability to work independently, multitask and work efficiently in a fast-paced environment.
- Flexibility to work evenings, weekends and holiday.
- Proficiency with Microsoft Office, Google Workspace, and social media platforms is a plus.
- Excellent communication skills, both written and oral.
- Excellent public speaking and presentation skills.
- Exceptional customer service skills.
- Ability to work and make decisions proactively, take the initiative, prioritize, plan and meet deadlines.

Ability to:

- Assist in the planning, coordination, and execution of public events and promotional activities.
- Communicate clearly, courteously, and effectively with the public, vendors, volunteers, and City staff both orally and in writing.
- Represent the City of Solvang in a professional, positive, and service-oriented manner.
- Work collaboratively in a team environment and contribute to successful project outcomes.
- Organize, prioritize, and execute tasks efficiently while meeting deadlines in a fast-paced setting.
- Operate standard office equipment and software including Microsoft Office, Google Workspace, and social media platforms.
- Interpret and follow oral and written instructions with attention to detail.
- Maintain accurate records and assist in tracking event budgets and sponsorship deliverables.
- Perform physical tasks associated with event setup and breakdown, including lifting and transporting materials.
- Work flexible hours, including evenings, weekends, and holidays, as required by event schedules.
- Adapt to changing situations and troubleshoot problems quickly and effectively during events.
- Maintain confidentiality and professionalism in all interactions.
- Work independently, deal with frequent interruptions, handle high transaction volume, prioritize, meet deadlines, and work with speed and accuracy.

Education and Experience:

Any combination of training and experience that would provide the knowledge, skills, and abilities necessary to perform the duties of the position. A typical way to obtain the knowledge and abilities would be:

- High School diploma or equivalent required.

AND

One year of experience in event planning and customer service preferred.

Licenses and Certifications:

- Possession of a valid California Class C Driver's License with a satisfactory driving record is required.

SPECIAL REQUIREMENTS

Employees may be required to work evenings, weekends, and holidays at meetings or City events.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands:

While performing the duties of this class, the employee will be required to exert medium force of 20-50 pounds occasionally, 10-25 pounds frequently, or up to 10 pounds constantly to lift, carry, push, pull, or move objects. Frequent typing and sitting is anticipated with occasional standing, walking, running, bending, stopping, crouching, reaching at, above and below shoulder level, pushing, pulling, twisting at the waist, handling, gripping, and grasping. On rare occasions, kneeling, climbing stairs and ladders.

Vision: Visual acuity sufficient to perform the essential functions of the position.

Hearing: Effectively hear and comprehend oral instructions and communication.

WORKING CONDITIONS

The employee typically works indoors; occasionally works outdoors in seasonal climate weather conditions with frequent use of products and equipment required in a standard office work setting such as a personal computer. The employee may be required to use word processing, database, and spreadsheet programs and may use a calculator, telephone, photocopier, fax machine, and other standard office equipment. Works independently and with the public and may be exposed to moderately loud noises when outdoors and dust when indoors.

Mental Demands:

While performing the duties of this class, the employee is regularly required to use oral and written communication skills; exercise sound judgment in the absence of specific guidelines; establish priorities and work on multiple assignments and projects concurrently; meet intense and changing deadlines given continual interruptions; and interact appropriately with staff, management, City officials, Boards, Commissions, contractors, consultants, and others encountered in the course of work.

Disaster Service Worker:

All City of Solvang employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the City requires the affirmation of a loyalty oath to this effect. Employees are required to complete all Disaster Service Worker-related training as assigned and to return to work as ordered in the event of an emergency.

This is to acknowledge that I have received a copy of this job description and understand its contents.

Employee Signature

Date

HISTORY

Adopted:

Revised: n/a

FLSA Status: Non-exempt