

INFORMATION FOR THE MARCH 22, 2017
TONOPAH TOWN BOARD MEETING

#18

AGENDA ITEM:

Discussion, deliberation and possible action to approve new job description for
Tourism/Events Coordinator

PETITIONER: (Include Name, Address, Phone Number, E-mail)

Chris Mulkerns, Administrative Manager
Joe Westerlund, Utility Manager
P.O. Box 151
Tonopah, NV 89049
775.482.6336/6643

BACKGROUND OF ACTION ITEM REQUESTED:

Staff feels that this is a much needed position moving forward for the Town.

FISCAL IMPACT:

This position can be budgeted 50% convention center and 50% mining park.

Please note: Due to posting requirements, all agenda items must be turned in by 12:00
noon five working days (Wednesday) prior to the day of the scheduled meeting or by
12:00 noon six working days (Tuesday of the prior week) if a holiday falls prior to the
meeting.

**NOTE: (The days in parentheses are for regular scheduled Town Board meetings which fall on
the second and fourth Wednesday of each month)**

In order to facilitate the review and consideration of an agenda item presented to the
Tonopah Town Board, please include all documents or any relevant material or
information with your request.

Chris Mulkerns
Signature (required)

3/13/17
Date

Request taken by: Kat Falls

3.13.17
Date

Tourism/Events Coordinator

FLSA Status: EXEMPT

Created: MARCH 22, 2017

Last Revised: N/A

DEFINITION: Under general direction, coordinates marketing of the Town of Tonopah as a convention and tourism destination. Plans, schedules, and promotes events at the Convention Center, Joe Friel Sports Complex, Tonopah Historic Mining Park and Tonopah Rodeo/Fairgrounds. Work is performed independently and reviewed by the Administrative Manager and/or Utility Manager.

DISTINGUISHING CHARACTERISTICS: This is a supervisor level position. Expected to perform tasks and duties with a high degree of independence and judgment in recruiting convention groups and planning events.

ESSENTIAL FUNCTIONS: *(Performance of these functions is the reason the job exists. Assigned job tasks/duties are not limited to the essential functions).*

1. Manages all services and activities relating to tourism and events for the Town of Tonopah, including attracting convention groups; scheduling groups, supervising arrangement and preparation of rooms and accommodations; arranges for catering and other services as needed, i.e., audio and video systems, transportation, and related tasks.
2. Manages and participates in the development and implementation of goals, objectives, policies, and priorities relating to tourism and events for the Town of Tonopah; recommends and administers policies and procedures.
3. Plans, directs, coordinates, and reviews plans for attracting convention groups, tourists and annual events for the Town of Tonopah.
4. Oversees and participates in the development and administration of the annual budget of the Tourism/Events fund; anticipates and directs the forecast of funds needed for staffing, equipment, materials, and supplies; monitors and approves expenditures; implements adjustments.
5. Attends meetings of the Tonopah Town Board as requested. Attends other meetings related to tourism and marketing of Tonopah as needed or requested.
6. Prepares and submits grants to various agencies for monies to promote, market, and obtain capital improvements to the Convention Center, sports complex, and rodeo/fairgrounds.
7. Travel as required to market and bid on conventions and events for Tonopah.

QUALIFICATIONS FOR EMPLOYMENT:

Knowledge, Skills, and Abilities: *(KSAs are the attributes required to perform a job; generally demonstrated through qualifying experience, education, or training.)*

Knowledge of:

- Management skills to analyze programs, policies, and operational needs;
- Marketing techniques and analysis;
- Various computer programs and database techniques; and
- Applicable federal, state, and local laws and regulations.

- Standard office practices and procedures, including filing and the operation of standard office equipment; and
- Record-keeping principles and practices.

Skill to:

- Represent and advocate on behalf of the Town of Tonopah effectively in meetings with a variety of groups;
- Develop and maintain effective public and interpersonal relationships; and
- Understand service agreements and negotiate with potential convention operators, tourist operators, marketing, and related individuals and professionals.

Ability to:

- Coordinate multiple projects and meet critical deadlines;
- Develop and administer goals, objectives, and procedures;
- To anticipate change in plans and calmly and quickly resolve event complications;
- Present written and oral reports;
- Generally interpret and apply federal, state, and local policies, laws, and regulations;
- Communicate clearly and concisely, both orally and in writing; and
- Establish and maintain effective working relationships with those contacted in the course of work.
- Maintain accurate records;
- Effectively communicate in person, in writing, and over the telephone; and
- Use tact, discretion, and prudence in interaction with both the public, staff, and vendors.

Required Certifications and Licenses:

Possession of a valid driver's license or alternate means of travel.

Experience and Training:

Bachelor's degree in event marketing, event planning, or related field and/or two years of increasingly responsible experience as an events planner or organizer.

Physical and Mental/Intellectual Requirements:

The physical and mental/intellectual requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

Strength, dexterity, and coordination to use a keyboard and video display terminal for prolonged periods. Strength and stamina to bend, stoop, sit, and stand for long periods of time. Dexterity and coordination to handle files and single pieces of paper; occasional lifting of files, stacks of paper or reports, references, and other materials. Some reaching for items above and below desk level. Some bending, squatting, and stooping to access files and records is necessary. The manual dexterity and cognitive ability to operate a personal computer using word processing and databases. The ability to interact professionally, communicate effectively, and exchange information accurately with others, including supervisors, coworkers, clients, customers, and vendors. Ability to appropriately handle stress and interact with others, including supervisors, coworkers, clients, customers, and vendors. Regular and consistent punctuality

and attendance. Light lifting (up to 25 pounds) is occasionally required. Ability to work in a constant state of alertness and safe manner.

In compliance with applicable disability laws, reasonable accommodations may be provided for qualified individuals with a disability who require and request such accommodations. Applicants and incumbents are encouraged to discuss potential accommodations with the employer.

Working Conditions:

Work is performed under the following conditions:

Position primarily functions indoors in an office type environment where most work is performed at a desk. Position may require prolonged travel times. Working environment is generally clean with limited exposure to conditions such as dust, fumes, noise, or odors. Work schedule frequently outside of the normal office hours. Frequent interruptions to planned work activities by telephone calls, office visitors, and response to unplanned events.

Employee's Acknowledgment: I acknowledge that I have read and understand the above job description and have received a copy for my records.

Employee's Signature

Date Signed