



# SPECIAL EVENTS COORDINATOR



**THIS IS AN INSPIRING OPPORTUNITY TO WORK, SUPPORT, AND BE A PART OF A SMALL CITY IN NEW YORK STATE'S BEAUTIFUL FINGER LAKES REGION. THE CITY OF GENEVA IS SEEKING A MOTIVATED, DETAIL-ORIENTED, AND COLLABORATIVE PROFESSIONAL TO SERVE AS SPECIAL EVENTS COORDINATOR. THIS POSITION PLAYS A KEY ROLE IN COORDINATING MUNICIPAL EVENTS AND SUPPORTING COMMUNITY-LED PROGRAMMING, WORKING ACROSS DEPARTMENTS AND WITH LOCAL PARTNERS TO ENSURE SAFE, WELCOMING, AND WELL-EXECUTED EVENTS THAT CONTRIBUTE TO GENEVA'S VIBRANCY AND SENSE OF PLACE.**

## POSITION SUMMARY

The Special Events Coordinator (SEC) plans, coordinates, and implements a wide range of municipal and community events. This position serves as the primary point of contact for special events occurring on City property and works collaboratively with municipal departments, community organizations, neighborhood groups, and external partners to ensure events are well organized, safe, and accessible.

The SEC also manages and operates the Geneva Farmers Market, including vendor coordination, seasonal staff supervision, on-site market operations, and promotional efforts. In this role, the SEC works closely with the Finger Lakes Welcome Center and supports local tourism and placemaking initiatives that highlight Geneva as a destination for residents and visitors.

In addition, the position supports Geneva's recreation and community programming efforts by assisting with event logistics, communications, and coordination related to recreation programs and seasonal activities. The SEC maintains municipal and public-facing event calendars, oversees community room and facility bookings, and provides on-site coordination for municipal-sponsored events.

The position operates under the general supervision of municipal leadership and requires flexibility, strong organizational skills, and the ability to manage multiple events and partnerships simultaneously, including work during evenings and weekends as needed.

**The City of Geneva is looking for the following skills, attributes, and characteristics in the SEC:**

### **ALLY**

A team player who promotes cooperation between the departments, community members, and other stakeholders.

### **INTEGRATOR**

A genuine individual who builds strong relationships within the communities they serve and on the teams they are a part of.

### **HUMBLE**

An approachable professional who listens to all types of feedback, is willing to be held accountable, accepts responsibility, and learns from mistakes.

### **STRATEGIC**

A visionary leader who is prepared to serve the City of Geneva as well as the region in an effective and efficient manner.

### **DETAILED-ORIENTED**

A detailed individual who appreciates the need for diving into information to understand processes and systems and the need to report, convey, and carry out actions in an accurate, thorough, and organized fashion.

## **DUTIES AND RESPONSIBILITIES**

- Plan, coordinate, and implement a wide range of municipal-sponsored special events, festivals, and community programming.
- Serve as the primary point of contact for special events held on City-owned property, assisting community organizations, neighborhood groups, and external partners through the event application and permitting process.
- Coordinate municipal support services for events, including collaboration with Public Works, Police, Fire, Recreation, and other departments as needed.
- Manage and operate the Geneva Farmers Market, including vendor recruitment and coordination, seasonal staff supervision, on-site market operations, communications, and promotion.
- Plan and manage the Lakefront Concert Series, including booking performers, coordinating logistics, overseeing on-site needs, and processing related contracts and payments.
- Manage reservations and scheduling for the City's community room, ensuring accurate booking, communication, and recordkeeping.
- Maintain and update the City's internal event calendar and the public-facing community calendar on the City website.
- Assist with event promotion through the City's website and social media platforms.
- Prepare contracts, invoices, and other administrative documentation related to events and programs, and process Accounts Payable requests as needed.
- Compile event-related data, feedback, and metrics to evaluate program effectiveness and support future planning.
- Provide support to Recreation Complex operations during the winter season, including coverage for public skate sessions, hockey games or practices, and special events as needed.
- Perform related duties as required to support community engagement, public events, and municipal operations.

### **TO APPLY:**

Submit Ontario County Application:  
<https://ontario-portal.mycivilservice.com/>  
Click "City of Geneva- SPECIAL EVENTS COORDINATOR"

First review of Applications:  
**January 26, 2026**

## **QUALIFICATIONS**

1. Possession of a Bachelor's Degree, or higher, in Business Administration, Communications, English, Hospitality Management, Journalism, Public Relations, or other directly related field, AND one (1) year of full-time paid experience, or its part-time equivalent, in coordinating, planning, and executing public entertainment events which must have included contract negotiations, promotion of and logistical coordination; OR
2. Possession of Associate's Degree in Business Administration, Communications, Hospitality Management, Journalism, or other directly related field AND three (3) years of full-time paid experience, or its part-time equivalent, as described in (1) above.

## **SALARY**

The salary range for this position is \$49,857 - \$65,790, commensurate with experience.

## **WORK SCHEDULE AND ENVIRONMENT**

The majority of the work will be performed on-site at City Hall, located at 47 Castle Street, Geneva, NY, and at the Geneva Recreation Complex, with additional time spent at event locations throughout the City. The standard work schedule is Monday through Friday, 8:30 a.m. to 4:30 p.m. (40 hours per week).

Due to the nature of community events, this position requires flexibility in scheduling, including regular evening and weekend hours to support meetings, programs, and special events. Work hours may vary seasonally, particularly during peak event and Farmers Market seasons.

This position is represented by the Civil Service Employees Association (CSEA) Geneva Municipal Employees Unit (MEU). All terms and conditions of employment are subject to the provisions of the applicable collective bargaining agreement, which is available on the City of Geneva's website.

## **CIVIL SERVICES CLASSIFICATION:**

This temporary program allows for a waiver of Civil Service Examinations and will be eligible for permanent appointment after completing a one-year probationary period and will be granted non-competitive status after successful completion of the probationary period.

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**DISTINGUISHING FEATURES OF THE CLASS:** An incumbent in this position coordinates, plans, promotes, and implements a wide range of community entertainment and cultural festivities and events sponsored by a municipality and assist other community organizations when using municipality-owned locations. The Special Events Coordinator is responsible for negotiating contracts and handling the logistics of events and for selecting vendors, community members, and others needed to conduct the event. The incumbent assigns tasks to service workers for municipality sponsored events. Evening and weekend hours are required. General direction is received from higher-level municipal administrator(s). Oversight and instruction of support personnel is a requirement of this position. Does related work as required.

**TYPICAL WORK ACTIVITIES:** (Illustrative only)

Recommends festivals and cultural events to enhance and promote the municipality and neighborhoods throughout the community;

Collaborates with community groups and committees to plan and implement community events and festivals;

Plans and implements logistics for municipal sponsored entertainment and cultural events;

Provides on-site coordination at municipality-produced events;

Evaluates and approves event applications, referring unusual requests to administration;

Determines and coordinates all necessary municipal support services necessary for public events;

Coordinate with impacted neighborhood groups;

Prepares contracts and vouchers;

Works with municipality departments responsible for advertising and promotion of events sponsored by the municipality;

Coordinates public safety and security requirements with appropriate agencies and departments;

Identifies and negotiates with local performers and vendors to participate in the municipal-sponsored events;

Organizes and monitors the work of contractors to ensure that event specifications are met;

Prepares post-event reports and invoices;

Maintains the event calendar for municipality owned locations;

Researches and recommends entertainment and cultural programs;

Compiles metrics for measurement of effectiveness of individual events and of the events program in general;

Provides supporting information for the preparation of the budget for events;

Research, reviews, and recommends necessary facility enhancements to support events within the municipality;

Researches and assists with preparing grants to support arts, cultural and community events;

Oversees interns and other event support staff;

Works collaboratively with other municipal departments to ensure safety and enhance wellness and quality of life for residents;

Assists in the development of policies and fees for the use municipality owned property;

Supports non-municipal events that are using municipality owned locations;

Assists with events conducted for employees of the municipality.

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FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of public relations principles and methods; good knowledge of the methods and procedures of producing, publishing and distributing community information materials; working knowledge of area events and activities; ability to identify and prepare grant applications; ability to communicate clearly and effectively, both verbally and in writing; ability to organize, plan and oversee multiple activities simultaneously; ability to negotiate and promote activities; ability to train and oversee staff and volunteers; ability to maintain effective communication with public and private agencies, as well as the general public; initiative; dependability; flexibility; sound judgment; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: EITHER:

1. Possession of a Bachelor's Degree, or higher, in Business Administration, Communications, English, Hospitality Management, Journalism, Public Relations, or other directly related field, AND one (1) year of full-time paid experience, or its part-time equivalent, in coordinating, planning, and executing public entertainment events which must have included contract negotiations, promotion of and logistical coordination; OR
2. Possession of Associate's Degree in Business Administration, Communications, Hospitality Management, Journalism, or other directly related field AND three (3) years of full-time paid experience, or its part-time equivalent, as described in (1) above.

SPECIAL NOTE: EDUCATION: Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee

SPECIAL REQUIREMENT FOR APPOINTMENT: Certain assignments made to employees in this class will require reasonable access to transportation to meet field work requirements made in the ordinary course of business in a timely and efficient manner.

APPROVED: JANUARY 10, 2014

REVISED: NOVEMBER 18, 2022

CIVIL SERVICE CLASSIFICATION: COMPETITIVE