



TOWN OF NEWCOMB

Events Coordinator and Advertising Assistant

The Events Coordinator and Advertising Assistant will be responsible for supervising, organizing, scheduling and coordinating events sponsored by the Town Board and may assist other non-profit and community organizations with their promotional needs. This employee will work for the Town Board and be supervised by the Town Supervisor.

Purpose of Position: *(THIS IS A PART TIME POSITION)*

The Salary is 8,500 for a annual average of 10 hours per week for 52 weeks. Hours per week will vary. To publicize the advantages of the Town of Newcomb as a yearlong resort, by promoting commemoration programs of historical events, promoting the Town of Newcomb's designation as the place for holding conventions or meetings of any organization or society, and for such additional purposes as may promote the general, commercial and industrial welfare of the town.

Responsibilities:

- * Supervise, organize, schedule and coordinate Newcomb Town Board sponsored events and tourism activities.
- * Prepare event budgets, vouchers for purchases, all forms, releases, agendas, media announcements; arrange for speakers, entertainment and event sponsors.
- * Submit budget estimates for each event to Town Supervisor for approval.
- * Obtain voucher for all purchases from Town Supervisor.
- * Enlist a volunteer team leader with an adequate number of volunteer workers for each sponsored event. (i.e. Ty Yandon Memorial 5K Run, TR Weekend events)
- * Utilize community-based organizations and local business involvement and participation in planned events. (i.e. local private businesses, school, churches, clubs, associations, and other community-based organizations).
- * Work with the *Town of Newcomb Graphic Designer* to assist in the design and creation of promotional materials when necessary for each event.
- * Submit web-based marketing and promotional materials for each event to the *Town of Newcomb Webmaster*.

- * Maintain a complete events master file which can be used annually for budgeting, planning, marketing and promotion review.
- * Maintain an active list of all community-based organizations and businesses and attend meetings of community-based organizations when asked.
- * Maintain the Newcomb App following enough training to acquire the necessary skills.

Typical Work Activities: *(illustrative only)*

- * Performs clerical operations making information available to tourists on all Town events, programs and facilities.
- * Acts as a secretary for filing, sorting tourism mail, typing correspondence and memoranda relating to Town Board and Community Organizations sponsored events.
- * Receives and makes general inquiries relating to tourism and recreational activities in the Park area and surrounding Towns.
- * Responds to phone, fax & e-mail requests regarding municipal events. (Appropriate hardware and software will be provided if necessary)
- * Writes articles for newspapers, brochures, flyers and handouts.
- * Assists in locating accommodations facilities and assists in contracting for rooms and meals for guests when included in approved budget.
- * Arranges for tables and chairs, electrical needs, audio/visual equipment; plans for food and beverage vendors, refreshments for the events; creates and distributes event name badges for volunteers, speakers, sponsors, exhibitors; coordinates and manages set up with help of volunteers, completes registrations and all related functions.
- * Assist in the maintenance and monitoring of existing Town of Newcomb Social Media outlets.
- * Examples are daily post on Twitter and Facebook. Taking photos to support post. Maintaining the Facebook home page. Respond to public post.
- * Daily post should include outdoor conditions for venues such as the Golf Course, Santanoni, Skating Rink, and Ski Tow.
- * May establish social media accounts in the name of the Town for the purposes of promoting Town sponsored local events. Requires Town Board approval. May assist the local Chamber of Commerce, attend its meetings and provide promotional assistance for its sponsored events.
- * Establish a working relationship with The Regional Office Of Sustainable Tourism (ROOST) and attend all ROOST meetings.

Qualifications:

- ◇ Graduation from high school, possession of an equivalency, or additional diploma(s).
- ◇ Experience in local events planning or other related experience.
- ◇ Strong personal communication skills working with the public.
- ◇ Proficient with Microsoft Office Suite, Adobe or similar software.
- ◇ Ability to work well with other organizations.

Send letters of interest by January 24th to:

Newcomb Town Hall—ATT. Dave Olbert

P.O. Box 405

Newcomb, New York 12852