

## MARKETING AND EVENTS ASSISTANT

The City of Harrisburg is seeking a highly energetic individual to fill the position of Marketing and Events Assistant in the Department of Community and Economic Development, Office of the Director. Marketing and Events Assistant is a management-level position responsible for assisting in the marketing, coordination, development and planning of all special events, festivals, parades and celebrations sponsored in whole or in part by the City of Harrisburg. Work is performed under the general direction of the Special Events Director and the Director of Community and Economic Development. This position is a management, FLSA-exempt position.

Qualified candidates will possess a bachelor's degree in Marketing, Business Administration, Public Relations, or related field, plus at least one year of event planning experience. Graphic design skills preferred. Other equivalent combinations of experience and training which provide the required knowledge and abilities will also be considered. A valid Pennsylvania Driver's License, Class C, is also required.

The annual salary range is \$42,000 to \$45,000 (commensurate with experience and qualifications), plus an excellent benefits package.

The City intends to fill this position as soon as possible. It will remain open until filled. If interested, please submit a cover letter, your resume, three employment references and salary history, without delay, to:

City of Harrisburg, Bureau of Human Resources  
The Rev. Dr. Martin Luther King, Jr. City Government Center  
10 N. 2<sup>nd</sup> Street, Harrisburg, PA 17101  
Phone: (717) 255-6475  
Email: [HR@harrisburgpa.gov](mailto:HR@harrisburgpa.gov) (**electronic submission preferred**)

The City of Harrisburg is an Equal Opportunity Employer.  
Eric Papenfuse, Mayor  
[www.harrisburgpa.gov](http://www.harrisburgpa.gov)

**JOB TITLE**

**MARKETING AND EVENTS ASSISTANT – DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT – OFFICE OF THE DIRECTOR**

**DEFINITION**

The Marketing and Events Assistant is a management-level position responsible for assisting in the marketing, coordination, development and planning of all special events, festivals, parades and celebrations sponsored in whole or in part by the City of Harrisburg. Work is performed under the general direction of the Special Events Director and the Director of Community and Economic Development.

**EQUIPMENT/JOB LOCATION**

Work is typically performed at the Rev. Dr. Martin Luther King, Jr. City Government Center. Work involves the use of various machines such as personal computer, scanner and printer, copy machine, fax machine, telephone, video camera, audio recorder, digital camera and other technological devices as necessary or required. Duties are typically performed weekdays from 8:00 a.m. to 5:00 p.m.; however, this position requires flexibility to include availability during evenings, weekends and holidays.

**ESSENTIAL FUNCTIONS**

Work involves, but is not limited to: Assisting with the logistical planning efforts of City events including the July 4th Food Truck Festival & Fireworks, Kipona Festival, Holiday Parade, New Year's Eve Celebration and Ice & Fire Festival. Manages vendor registration, including tracking of vendor applications, payments and space requirements. Assists in updating vendor solicitation database. Sends acknowledgement letters and receipts for vendors and sponsors. Proofreads and edits marketing materials. Assists with purchasing and payments. Ability to update promotional materials and applications in Adobe Creative Suite. Assists with media buying and development of marketing campaigns. Answers questions from the general public via phone, email or in-person. Provides on-site support for set-up and events. Offers creative input on attractions and new event ideas.

This position requires a highly energetic, self-directed person who can handle a variety of tasks during any given day. The person in this position must understand the community and economic development mission of the City of Harrisburg and have a strong commitment to public service.

**NON-ESSENTIAL FUNCTIONS**

Performs other duties as assigned.

**JOB TITLE**

**MARKETING AND EVENTS ASSISTANT – DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT – OFFICE OF THE DIRECTOR**

**REQUIRED KNOWLEDGE AND ABILITIES**

- Thorough knowledge of marketing, public relations, and event planning.
- Excellent organizational skills and the ability to handle multiple tasks professionally.
- Ability to communicate effectively in written and oral form.
- Ability to prepare letters and documents in proper grammatical and spelling order.
- High attention to detail, clear communication skills, creative team player.
- Ability to anticipate and meet project schedules and deadlines.
- Ability to create and maintain accurate records.
- Excellent personal computer skills in a Windows operating system environment utilizing Microsoft Office and Adobe Creative Suite.
- Ability to establish and maintain effective working relations with supervisor, co-workers, community groups, businesses, and non-profit corporations.
- Ability to stand/walk for long periods of time in a wide variety of weather conditions.
- Ability to recruit and train volunteers.

**QUALIFICATIONS**

Bachelor's degree in Marketing, Business Administration, Public Relations, or related field, plus at least one year of event planning experience. Graphic design skills preferred. Other equivalent combinations of experience and training which provide the required knowledge and abilities will also be considered. A valid Pennsylvania Driver's License, Class C, is also required.