



# Event Coordinator

## **POSITION SUMMARY:**

Tulip Time has been recognized as the Top Flower Festival in the U.S. by USA Today, Travel Channel's Top 15 Floral Festivals in the U.S., Top 5 Festivals Worth Traveling for by the World Tulip Summit and as one of the Top 100 events in North America by the American Bus Association. Over half a million visitors attend the festival each year, leading to a \$12.9 million economic impact on the City of Holland.

This position is event specific, responsible for planning and managing Tulip City Tours; one of the top five revenue generating events for the Festival. This employee will also assist with guest services.

## **ESSENTIAL DUTIES & RESPONSIBILITIES:**

### • **Tulip City Tours**

- Establish and monitor event budget
- Coordinate services for event & negotiate contracts with such service providers and suppliers
- Develop the route and schedule for the event
- Work closely with the HASP Guide Coordinator to plan the scope and format of the event
  - Review and adjust trolley script as needed
  - Assist with recruiting and training of trolley guides
  - Arrange for guide costumes, coordinate pickup and return dates
  - Assign guides to scheduled departure times
- Work closely with the Volunteer Coordinator to recruit, train and supervise volunteers and support staff required for event
- Work closely with the Office Manager to organize and set up ticket sales of event
- Develop Tulip City Tour content for the Tulip Time brochure
- Equip service providers/vehicle operators with necessary information regarding the event
- Oversee trolley tours over the entire nine day Festival
- Conduct post event surveys to determine how Tulip City Tours could be improved in the future

### • **Guest Services**

- Assist guests with Tulip Time and general Holland information
- Sell and cross-sell tickets to Tulip Time events
- Sell and cross-sell Tulip Time merchandise

## **QUALIFICATIONS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- College degree in Hospitality, Event Planning, Business or similar field or appropriate experience is preferred
- A working knowledge of Tulip Time, Holland and its surroundings is a plus
- 3 years minimum event planning experience preferred
- Highly organized and detail oriented
- Ability to work well with volunteers and outside organizations
- Customer service oriented – friendly and enthusiastic
- Ability to establish and maintain interpersonal relationships
- Anticipate project needs, discern work priorities and meet deadlines
- Strong complex problem solving and troubleshooting expertise
- Able to train, teach and motivate others
- Excellent judgement and decision making

## **PHYSICAL DEMANDS:**

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

- While performing the duties of this job, the employee is regularly required to talk or hear.
- The employee frequently is required to sit; stand; walk; use hands to finger, handle, or feel; and reach with hands and arms.
- The employee occasionally is required to climb or balance; stoop, kneel, crouch, or crawl.
- The employee must occasionally lift and/or move up to 30 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus.

## **WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Position will function primarily in an office environment.
- Occasionally, the position will function out of doors with typical seasonal variation through spring, summer, and fall.
- The noise level in the work environment is occasionally loud.
- The work environment is occasionally dusty with exposure to allergens.

## **HOW YOU WILL BE COMPENSATED**

- Part time, hourly with applicable overtime pay
- November-December: 15 hours/week
- January – March: 25 hours/week
- April: 40 hours/week
- May & Week of Festival (5/5 – 5/13, 2018): 40+ hours
- June – October: Hours as needed

## **INTERESTED IN PURSUING THIS OPPORTUNITY?**

Send an email to [kara@tuliptime.com](mailto:kara@tuliptime.com) by Friday, October 13. With your email, include a resume and cover letter, add “Event Coordinator” as your email subject line.