



Position: Tourism and Events Coordinator
Department: Marketing & Public Relations

Unit: Non-union
FLSA Status: Exempt

Summary Description

The Tourism and Events Coordinator is responsible for planning, coordinating and leading community efforts that: Bring the community together socially and foster civic spirit; enhance tourism activity and the hospitality industry and provide opportunities for the local business community to capture the increased economic activity. The position will effectively engage and inform internal and external audiences about the City of Oak Creek, as well as promote and raise the profile of the City within the broader local and regional community.

The work schedule for this role is Tuesday through Saturday from May through October, Monday through Friday November through April.

Supervision/Accountability

This position is accountable directly to the Marketing Specialist; the position supervises the part-time events staff, events interns, and volunteers.

Major Duties/Essential Functions

Plans, coordinates, and implements City-sponsored special events, other meetings, conferences, and special projects to attract people and businesses to the City of Oak Creek.

Ensures Drexel Town Square remains a vibrant, active civic and social center.

Coordinates all aspects of event management including venue selection, entertainment, audiovisual arrangement, and food and beverage, in conjunction with activities and other operational logistics that often involve multiple City departments.

Serves as a point of contact and public face for City run special events and manages/coordinates day-to-day operations; collaborates with multiple City departments to ensure events are safe and adequately resourced.

Collaboratively explores and strategically plans to capitalize on the numerous and multi-faceted opportunities for tourism capture.

Develops and maintains relationships with the local and regional business community to effectively develop partnerships and sponsorships for the betterment of Oak Creek residents and its business community.

Participates in the activities of the Tourism Commission including the preparation of meeting agendas and minutes.

Maintains record of budget and expenditures for the Farmers Market and all other City-sponsored events.

Develops a daily/weekly/annual destination marketing activity calendar.

Collaborates with the Marketing Specialist to identify marketing methods and enhancements to achieve City goals. Assists in the development of marketing City services to citizens, community groups, and other external organizations that help maintain a visible and positive image for the City.

Collaborates with the Communications staff to identify ideas and opportunities for publications, presentations, and other public relations activities that promote awareness of the City and its services.

Maintains database of farmers, vendors, entertainers, sponsors, and any licenses or permits. Updates database throughout the year and add notes for improvement - includes coordination with the Oak Creek Health Department.

Develops and maintains communication cooperatively and professionally with all staff, residents, business leaders in the community, and outside contacts.

Minor Duties/Responsibilities

Assists in planning, organizing, and managing logistical details of special events, community outreach activities, and significant projects.

Attends public meetings and special events as required.

Maintains a database of local business contacts.

Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

Performs other duties as assigned.

Knowledge

Knowledge and understanding of local food systems, the importance of local farms and farmers markets. Strong organizational and problem-solving skills, attention to detail. Knowledge of operational characteristics, services and activities of municipal government functions, as well as laws, ordinances, rules and regulations affecting the City including public disclosure laws.

Skill/Ability

Communicate clearly and concisely, orally and in writing, and maintain effective working relationships with superiors, other employees, City elected and appointed officials, and the general public. Use sound judgment and professional methods to provide expertise, advice, and assistance to internal and external customers; act with political awareness and tact. Promptly respond to requests and inquiries from the general public, other governmental entities, internal staff, and businesses. Use office computer applications (word processing, email, presentations, and calendar) proficiently. Work independently as both a leader and a member of the team.

Education/Experience

Bachelor’s degree in marketing, public relations, hospitality, or related field is required. At least three years’ experience in retail or customer service, event planning, hospitality sales, business development, event coordination, or other tourism related work experience is required.

A combination of education and experience that provides equivalent knowledge, skills, and abilities to successfully perform in this position will be considered.

Physical Demands

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


While performing this job's duties, the employee is regularly required to stand; walk; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is regularly required to sit; climb or balance; stoop, kneel, crouch, talk, or hear. The employee must occasionally lift and/or move up to 40 pounds. This job's specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus. The employee is required to hear and respond to telephone conversations.

License/Certifications

Possession of a valid Wisconsin Motor vehicle operator's license is required.

The duties listed above are intended only as illustrations of the various work types that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the employer's needs and requirements of the job change.

Approved By: 
City Administrator

Reviewed By: 
HR Director

Reviewed By: 
Director of Marketing and Public Relations

Revision History:
August 27, 2024