

**CITY OF MIDDLETON**  
 TOURISM EVENT COORDINATOR LIAISON



Division/Department	Tourism	
Location	1811 Parmenter Avenue	
Job Title	Tourism Event Coordinator Liaison	
Reports to	Tourism Director	
Level/Grade	Type of position:	Hours <u>32</u> / week
	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> LTE <input type="checkbox"/> Seasonal	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Nonexempt

**GENERAL DESCRIPTION**

Under the general supervision of the Director of Tourism, the Event Coordinator Liaison is responsible for guiding and assisting applicants through the process of obtaining all required permits and approvals defined within the City of Middleton’s Special Events Handbook to host events within the City of Middleton. The Liaison is also responsible for coordinating timing and notices of events between various city departments and maintaining an event calendar used in the planning of events. This position may also be assigned other tasks in the Tourism Commission Office which support events, administrative services and visitors’ center operations. Therefore, a customer service ethic is essential for this position. This position has an expectation of knowledge or experience in both municipal operations and the Middleton Tourism Commission office operation.

**JOB FUNCTIONS**

- Prepares materials to share with event coordinators about Middleton as necessary.
- Possesses above average knowledge of Middleton’s Special Events Handbook and the coordination necessary to fulfill its requirements.
- Replies quickly and efficiently to event coordinators’ requests for information about holding their events in Middleton.
- Maintains open communications with various City staff, departments, and local businesses relating to event coordination and the Special Events Handbook.
- Communicates post event evaluation results with appropriate City staff.
- Organizes & maintains the comprehensive events calendar as it relates to all known Middleton events and area events that may affect Middleton.
- Administers EXTRANET as frequently as necessary – dictated by events and their changes & updates. EXTRANET - WI Dept. of Tourism database - that feeds all the content on the Travel Wisconsin web site.
- Creates/maintains a comprehensive electronic calendar reflecting all events and event related activity as well as maintaining a comprehensive accounting /documentation of client contact & progress.
- Answers telephones, taking comprehensive messages as necessary.
- Possesses above average knowledge of Middleton’s public and private attraction & recreational opportunities as well as shopping, dining & overnight accommodations and their locations.
- Answers directional/attraction/recreational opportunity/food and beverage/shopping, etc., questions and refers non-tourism related questions to the appropriate City staff members or director as the necessity occurs.
- Performs sorting and filing tasks as necessary.
- Performs other related duties as assigned.

**REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES**

- Solid competency with PC programs such as Microsoft Office, Outlook and Adobe Pro.
- Ability to understand and perform routine and general office tasks.
- Ability to communicate effectively with event coordinators, staff and public including electronically.
- Ability to sort efficiently in alphabetic or number order, and to develop a working understanding of the data bases used and the ability to create data bases as necessary.

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	<ul style="list-style-type: none"> <li>– Ability to follow moderately complex directions.</li> <li>– Ability to prioritize and complete multiple projects in a timely manner.</li> <li>– Ability to perform light physical work as related to an office environment with occasional moderately heavy physical work. (lift up to 30 pounds, primarily brochure cartons &amp; display booth materials)</li> <li>– Ability to maintain a regular work schedule with flexibility for meetings as they pertain to the Special Events Handbook requirements.</li> <li>– Ability to work independently, ethically, and with integrity, accurately recording/reporting hours worked.</li> </ul>
<b>EDUCATION AND TRAINING</b>	
	<ul style="list-style-type: none"> <li>– Minimum high school graduate with the preferred knowledge/abilities/experience/skills listed above, hospitality degree/experience a plus.</li> <li>– Knowledge of municipal government operation and the hospitality industry or equivalent experience.</li> <li>– Basic knowledge of the Middleton/community area &amp; Special Events Handbook.</li> </ul>