



BOROUGH OF PERKASIE

620 W. Chestnut Street
PO Box 96
Perkasie, PA 18944-0096

Phone (215) 257-5065
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EVENTS ASSISTANT

GENERAL DEFINITION

This is a part-time administrative position with opportunities for additional hours and advancement based on performance. Duties involve coordinating community events and initiatives, including but not limited to planning, marketing and promotion, and administration.

Assignments require judgment, analytic and evaluative thinking, and are carried out in accordance with established and developing policies, practices, and procedures, and legal requirements. Work involves some non-traditional hours.

SUPERVISION RECEIVED

Work is generally supervised by the Community Development Manager and/or Parks and Recreation Director

SUPERVISION EXERCISED

No direct supervision exercised, although this position may direct clerical activities of office staff regarding support for special projects, and direct volunteers during special events.

KEY JOB RESPONSIBILITIES (Illustrative Only)

Event planning: develops event plans and layouts. Researches event resources and corresponds with performers, exhibitors, food trucks, civic groups and others to create detailed event plans.

Event marketing: distributes posters and other materials; maintains event information on Borough website and creates Facebook events; develops social media content calendars, drafts press releases and other written copy.

Event management: tracks vendor and entertainer contracts and ensures terms met; creates and manages volunteer signups; distributes correspondence to residents, businesses and others as necessary. On-site supervision on day(s) of event(s), typically outside traditional office working hours.

Event administration: Maintains a variety of administrative records; prepares correspondence and narrative and statistical reports. Maintains mailing lists and business directory.

Event budgets: Understands the budget for each event and tailors event plans accordingly. Documents expenditures and revenue. Follows up on sponsorship and donation commitments. Ensures that donations are acknowledged appropriately. Researches and identifies grants or potential funding related to community events.

Performs other work as required.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES (Illustrative Only)

Able to plan and organize office work effectively and independently. Able to work accurately with detailed information and checklists, also comfortable with the bigger picture / context.

Personable: able to establish and maintain effective working relations with associates, other government officials, vendors and the general public. Deal tactfully and impartially with the public and enforce codes, regulations and ordinances firmly.

An excellent communicator: orally and in writing. Concise, straightforward and thorough.

Familiar with MS products: Outlook, Word, Excel, Publisher. Familiar with social media including Facebook and Instagram. Has a good eye for effective design and has used a graphic design tool (eg, Canva). Able to learn new technologies quickly.

Self-motivated and a self-starter. Seeks out ways to create improvements and drive efficiencies.

A creative problem solver and a quick thinker; able to make improvements to events and planning processes based on feedback and experience; escalates problems appropriately.

PHYSICAL REQUIREMENTS

Ability to sit for up to 4-8 hours, stand for up to 2-8 hours, walk for up to 2-8 hours and drive for up to 1-2 hours per work day.

Ability to bend, stoop, climb, crouch, lift, push/pull and reach above the shoulder up to 35% of the workday

Ability to lift and carry files, tools and equipment up to 35 pounds up to 10% of the workday.

Ability to use both the right and left hand for repetitive actions and firm grasping of tools, equipment and objects including typing and writing.

Ability to drive automobile.

Ability to climb steps.

Ability to be exposed to dust, fumes, gases and noise.

JOB LOCATION (Places where work is performed)

Borough Hall Building and areas inside and outside the Borough.

EQUIPMENT (Examples of machines, devices, tools, etc., used in job performance):

Borough or personal vehicle, personal computer, two-way radio, cellular phone, computer, standard office equipment.

EDUCATION AND EXPERIENCE

Two years of progressively responsible professional experience in community event planning, parks & recreation, marketing, communications, business or a related field, or

Any equivalent combination of acceptable education and experience.

LICENSE

Valid PA Automotive driver's license.

Approved: _____

Date: _____

Revised: 11/23