Nicholasville-Jessamine County Parks and Recreation

JOB POSTING

Job Title
Special Events and Marketing Coordinator

Job Number
SEMC-0826

Application Deadline
August 26, 2026

Compensation
Starting salary is $47,819.20

Job Type
Full-time, Exempt.

Schedule
40 hours per week; Monday-Friday with some evening and weekend shifts.

Job Summary

Under the supervision of the Director, the Special Events and Marketing Coordinator plans, promotes, manages, and evaluates departmental programs, special events, festivals, community celebrations, and public engagement initiatives. The position leads marketing, communications, public relations, branding, sponsorship development, event logistics, volunteer engagement, and community partnerships.

The Coordinator manages events from concept through completion, serves as the primary liaison with vendors, sponsors, community organizations, media outlets, and the public, and may supervise seasonal staff, part-time employees, contractors, and volunteers.

Immediate Supervisor
Director

Essential Job Duties and Responsibilities

The following duties are normal for the position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

Marketing and Communications

- Develop, implement, and evaluate a comprehensive marketing and communications plan for departmental programs, services, parks, facilities, athletics, rentals, and special events.
- Manage the department's website, social media, email communications, digital advertising, and online content while maintaining consistent branding.
- Create press releases, public service announcements, newsletters, brochures, flyers, sponsorship materials, program guides, seasonal publications, event calendars, and promotional campaigns.
- Coordinate media relations and serve as a departmental contact for marketing, public information, and community engagement.
- Produce photography, video, and graphic design content to support departmental initiatives.
- Track marketing performance, participation data, and public engagement trends to guide improvements.

Special Event Planning and Management

- Plan, organize, implement, and evaluate department-sponsored special events, festivals, concerts, holiday celebrations, races, community gatherings, and other recreational events.
- Develop annual and long-range event plans aligned with departmental goals and community needs.
- Coordinate event logistics, including sites, layouts, permits, equipment, vendors, entertainment, staffing, schedules, sponsorships, public safety, setup, and breakdown.
- Prepare event timelines, operational plans, emergency action plans, and post-event evaluations.
- Direct on-site operations before, during, and after events; resolve issues involving vendors, participants, volunteers, contractors, and attendees.
- Evaluate event outcomes and recommend improvements.

Sponsorships and Partnerships

- Develop and administer sponsorship programs for departmental events and initiatives.
- Build relationships with businesses, civic and nonprofit organizations, schools, and other community partners to secure sponsorships, donations, in-kind support, and collaborative opportunities.

Volunteer and Staff Coordination

- Recruit, train, schedule, supervise, and recognize volunteers for departmental events and programs.
- Coordinate work schedule and assignments for seasonal and part-time event staff.
- Provide direction to volunteers, event committees, contractors, and temporary personnel, ensuring they understand safety procedures and event operations.
- Assist with employee and volunteer appreciation initiatives.

Budget and Administrative Responsibilities

- Assist with preparation and administration of event and marketing budgets
- Monitor revenues, expenditures, sponsorship agreements, and vendor payments.
- Prepare purchase requisitions, invoices, contracts, agreements, and related documentation.
- Assist in developing grant applications and funding opportunities when appropriate.

Physical Requirements of the Job

Physical demands refer to the requirements for physical exertion and coordination of limb and body movement.

- Work is performed both in an office and in outdoor environments, exposure to a variety of weather conditions, crowds, noise and event-related physical activities should be expected.
- Light to medium work requiring frequent walking, standing, crouching, reaching, bending, and occasional lifting and carrying of program equipment and supplies. and sitting a minimum of seven (7) hours per day and may require lifting, carrying, and moving program equipment and supplies.
- Requires considerable skill, dexterity, and coordination in the use of hands, fingers, and limbs to perform program-related and administrative tasks.

Minimum Requirements

- Bachelor's degree in Parks and Recreation Administration, Event Management, Marketing, Communications, Public Relations, Tourism or closely related field.
- One year of progressively responsible experience in special event management, marketing, communications, recreation programming, community relations, or a related field; additional years of experience preferred.
- Additional years of related experience may substitute for years of education.
- Experience coordinating public events, festivals, sponsorships, volunteers, and marketing campaigns preferred.
- Knowledge of event risk management and public safety considerations.
- Proficiency with Microsoft Office, social media management platforms, graphic design software, website content management systems, and related technologies.
- Supervisory experience is desirable.
- Additional years of related education may substitute for years of experience

Special License and Certifications

- Valid Driver's License.
- First Aid and CPR/AED certifications must be obtained within the first six (6) months of employment and maintained as a condition of continued employment.

Special Requirements

- Must be able to legally operate a Parks issued vehicle while on duty.

- Must be available to work a flexible schedule that will include split shifts, weekends, evenings and holidays as part of a regular work schedule.
- Must be able to set-up and operate event-related equipment, to include tents, stands, props, movie screens, speakers and other audio-visual equipment and event-related equipment.
- All NJCPR positions require pre-employment drug testing and background checks and may require a post-job offer physical.

The above is intended to describe the major responsibilities and requirements for this position. It is not to be construed as an exhaustive statement of all duties, responsibilities or requirements.

Nicholasville-Jessamine County Parks and Recreation is an Equal Employment Opportunity (EEO) Employer.

Nicholasville-Jessamine County Parks & Recreation reserves the right to change, amend, add, delete and otherwise assign any and all duties, responsibilities, and position titles as it deems necessary to meet the needs of its business.

HOW TO APPLY

Submit a NJCPR application found at https://njcpr.org/employment/. Applications may be printed and mailed or dropped off to the address below, along with any applicable documents such as a cover letter, resume, certification/license(s) or DD214 by 4:00PM ET/3:00PM CT on the application deadline date.

Resumes are not a substitute for a completed employment application, but may be submitted along with an application.

Scanned applications and supporting documents may be emailed to jmeunier@njcpr.org with the subject line: Job Number SEMC-0826.

CONTACT INFORMATION

For further information, call, e-mail, or visit:

Director, Deputy Director or Office Manager
499 E Maple Street
Nicholasville KY 40356

Phone: (859) 885-9787 x101
Website: njcpr.org/employment
E-mail: jmeunier@njcpr.org