



Special Events Coordinator

Village of Orland Park

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Closing Date:

Salary: \$58,663 - \$79,193

Description:

Opportunity at a Glance

The Village of Orland Park is currently seeking a highly organized and detail-oriented **Special Events Coordinator** to lead and execute the daily social media marketing of department recreation programs and Village special events. This includes tracking and reporting department social media analytics on a monthly basis, overseeing the volunteer program and assisting in the planning of assigned special events and initiatives. This will include providing event support, soliciting sponsorships, and participating in overall event production and supervision of Village and Department special events and programs as directed by the Division Manager of Special Events; Assistant Director and/or Director of Recreation & Parks.

Key Responsibilities

The primary responsibilities of this position entail the creation of program and event promotional materials with a high concentration on social media event marketing (i.e. posts, reels, videos, flyers, etc.) Social media and marketing efforts include devising and leading social media marketing plans and campaigns for Village and Department events, programs, facilities and managing all department social media platforms including Facebook, X, Instagram, and YouTube. The employee will stay updated on social media trends, introduce new marketing mediums, and promote events through online advertising campaigns, including pay-per-click, track and report social media analytics monthly.

This dynamic position involves assisting the Division Manager of Special Events with planning and executing Village and Recreation & Parks special events and overseeing specific facets of assigned events. The role requires preparing and presenting event plans, tracking and reporting event expenses and revenues during and after production, and maintaining accurate event files, including arrangements, costs, revenues, and staffing plans. The employee will coordinate local event solicitations, sponsorships, and prize donations by preparing mailings, making phone calls, and visiting businesses while maintaining a database of solicitations. Additional responsibilities include researching, purchasing, and delivering event supplies, as well as researching potential entertainment, initiating booking contracts, and maintaining booking files. The employee will determine event needs, place work orders with appropriate departments, and inspect event sites to ensure logistics are in place. Evaluating the success of events through events and budget recaps,

surveys, and research for new events will be required.

Volunteer management will include recruiting, scheduling, and directing volunteers for special events, ensuring necessary paperwork such as background checks and waivers are completed in coordination with the Human Resources Department and Village policies/procedures.

Administrative support will also be provided to the Division Manager and other staff as needed, and the employee is expected to participate in and support Village and Department functions and initiatives. The employee will use Village financial systems for purchase orders, contracts, and expense reconciliation while contributing to the production of seasonal program brochures, sponsorship packets, and other publications. Regular attendance is required, and the role may involve working evenings, weekends, and some holidays to support special events.

Qualifications, Knowledge, Skills

The ideal candidate for this position should have a Bachelor's degree in marketing, communications, public relations, or a similar field, along with a minimum of 2 years of related experience in recreation or marketing. CPR and First Aid certifications are required or must be obtained within 3 months of employment. Successful performance in this role will require demonstrable experience in special event planning and production, social media platforms such as Facebook, X, Instagram, and YouTube, as well as volunteer recruiting, tracking, and supervision.

Additionally, the candidate should have experience with Google Analytics to measure event attendance, sponsorship ROI etc., proficiency with common design and editing tools (e.g., Canva, Adobe Creative Suite, or video editing apps), photography/videography skills, sponsorship prospecting, relationship building, delivering sponsorship benefits, and reporting results. The individual must possess strong oral and written communication skills, organizational abilities, and enthusiasm for working with people. Proficiency in MS Office is required, and regular, consistent attendance is essential.

Compensation & Benefits

The Village of Orland Park offers a competitive market total rewards package that includes a base salary range between \$58,663.00 and \$79,193.00, depending on experience and qualifications. This position is eligible for the Village of Orland Park's comprehensive employee benefits program which includes multiple medical plan designs offered through Blue Cross Blue Shield of Illinois, dental, vision, life insurance, and an employee wellness program. Retirement benefits through the Illinois Municipal Retirement Fund (IMRF) are provided along with the option to participate in a 457(b) plan with Nationwide Retirement Services.

The Village of Orland Park also provides for paid vacation, personal, sick days, and holidays.

Interested candidates are encouraged to apply in a timely manner.