

DESTINATION  
**BRYAN  
TEXAS**

**Position:** Special Event Coordinator

**Job Type:** Full Time, Exempt Status

**Salary:** \$45,000-\$55,000

**Reports to:** Community Engagement Manager (CEM)

**ABOUT DESTINATION BRYAN:**

Born of converging cultures and built on deep Texas roots, Bryan is a community filled with authentic stories, people, and places – our legends. Our legends are ever evolving while staying true to our Texas spirit.

Destination Bryan, a 501c(6) non-profit, is a destination marketing organization whose mission is to strengthen our community by inspiring people to spend time and money in Bryan, Texas. The organization drives economic growth through tourism marketing and destination development to improve quality of life for Bryan's residents.

At Destination Bryan, we are guided by our core values (**B.E.L.I.E.F**):

- **Build Community:** Cultivate a supportive environment where trust, accountability, and inclusivity thrive, while being open to ideas from both internal teams and external partners.
- **Empower:** Support and uplift one another, our partners, and the community by converting challenges into opportunities and ensuring everyone feels included and valued.
- **Leave a Legacy:** Focus on making a lasting impact by improving the community and ensuring everything we do aligns with our goal to leave Bryan better than we found it.
- **Innovate:** Encourage curiosity, embrace competition, and ensure all ideas are heard, leading to personal and organizational growth.
- **Embrace Flexibility:** Adapt to changing circumstances with grace, maintaining a healthy work-life balance while remaining resilient and dynamic.

**POSITION OBJECTIVES:**

The Special Event Coordinator's primary objectives are to maintain, develop, and execute a number of community-focused events with the goals of increasing the quality-of-life and place for Bryan residents and enhancing the visitor experience. This position also involves gathering and incorporating feedback from event stakeholders and continuously evaluating the events to ensure they remain consistent with Destination Bryan's strategic goals and values.

## **DUTIES & RESPONSIBILITIES:**

- Design, develop, and execute a strategic calendar of quality-of-life events to primarily engage the local community as well as enhance the visitor experience, to include First Friday, Lights On!, and the Downtown Bryan Holiday Stroll and Lighted Parade.
- Provide on-site supervision, coordination, and execution of events.
- Coordinate entertainment, programming, personnel, contractors, volunteers, and vendors.
- Track post-event data, manage budgets, and gather/incorporate participant, stakeholder, and attendee feedback.
- Maintain communication with necessary City of Bryan Departments and supporting organizations to ensure all aspects of events are properly executed.
- Work with the CEM to create and maintain partnerships in relation to Destination Bryan partner events.
- Collaborate with all departments within Destination Bryan and maintain consistent communication to ensure timely execution of event support and enhancement.

## **QUALIFICATIONS & REQUIREMENTS:**

- Bachelor's degree or related experience in tourism, community engagement, public relations, event planning, marketing, or a related field
- One (1) year of experience, preferably in event planning
- Ability to work nights and weekends
- Must live in, or be willing to relocate to, the Bryan-College Station, Texas area
- Ability to lift and carry up to 50 pounds
- Must be able to operate a motor vehicle and have a valid driver's license

## **WORKING KNOWLEDGE & SKILLS:**

- Capacity to multi-task and adapt quickly to a rapidly changing environment
- Creative thinker with the ability to develop and execute innovative ideas
- Exceptional verbal, written, and interpersonal communication skills
- Proven self-starter, effectively able to manage multiple priorities, and adheres to deadlines
- Flexibility and ability to work in a changing and dynamic environment
- Strong project management, problem solving, and organizational skills
- Collaboration within a team setting

## **BENEFITS:**

- Competitive salary commensurate with experience
- Employer paid medical, dental, vision, disability, and life insurance for employee
- Paid holidays, sick, and vacation days
- Retirement 401(k) plan with employer match
- Professional development opportunities
- Paid pregnancy and parental leave
- Remote work policy

*The intent of this job description is to provide a representative summary of the major duties and responsibilities performed in this position and is not all-inclusive of every job function. Position may be required to perform position-related tasks other than those specifically listed in this description.*

**APPLICATION PROCESS:**

Interested applicants should send their resume and cover letter to Caden Jones, Community Engagement Manager, at [caden@destinationbryan.com](mailto:caden@destinationbryan.com). For additional questions, please call (979) 721-9506.

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