DESTINATION
BRYAN
TEXAS

Position: Special Events Coordinator
Job Type: Full Time, Exempt Status
Salary: $55,000-$60,000
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 501(c)(6) nonprofit, 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.EF):**

- **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 Events Coordinator plans and runs Destination Bryan's signature community events that bring residents and visitors to Downtown Bryan, led by First Friday each month and our fall and holiday events. The position owns each assigned event from vendor applications through the post-event report, inside a format, budget, and calendar approved by the Community Engagement Manager. The Special Events Coordinator serves as Destination Bryan's on-site lead, supervises event staff, works directly with vendors, sponsors, performers, downtown partners, and City of Bryan departments, and looks for ways to improve each event within its established structure.

WORK SCHEDULE:
This is an events position, and the schedule requires nights and weekends. The Special Events Coordinator works every First Friday evening (12 per year), Trick-or-Treat Street, Lights On!, and the Lighted Parade, plus setup, teardown, and additional events as assigned. The rest of the month is planning and administrative work in the office.

DUTIES & RESPONSIBILITIES:

- Plan and execute First Friday every month, from vendor applications through teardown and the post-event report.
- Plan and execute Trick-or-Treat Street, Lights On!, the Lighted Parade, and other events as assigned, inside the plan, budget, and calendar approved by the CEM.
- Prepare event plans, timelines, site maps, vendor placements, staffing and volunteer assignments, and setup and teardown procedures.
- Serve as Destination Bryan's on-site lead at assigned events and make day-of operational calls within the event action plan, escalating to the CEM what the plan requires.
- Supervise hourly event staff and volunteers on site, including assignments, briefings, and approval of event staff time.
- Run the vendor application process: review and approve applications against published criteria, assign placements, and collect fees and required documents.
- Select, book, and manage vendors, contractors, and performers within the approved budget and signature authority under the Financial Policies and Procedures.
- Set clear expectations with vendors and enforce vendor rules and agreements on site, handling complaints, disputes, and corrective conversations directly and bringing repeat or contract issues to the CEM with a recommendation.
- Manage each event to its approved budget, process purchases and invoices, and maintain complete event files, including applications, agreements, permits, and insurance certificates.
- Prepare and track City of Bryan Special Event Permits, coordinate with the City departments each event requires, and ensure events comply with applicable laws, ordinances, accessibility standards, City of Bryan policies, and risk management practices.
- Work with Emergency Management and public safety personnel to maintain event action plans, severe-weather procedures, incident response protocols, and communication plans, and bring cancellation or postponement recommendations to the CEM.
- Own sponsor fulfillment for assigned events, including deliverables, on-site recognition, and post-event reporting, and support the CEM with sponsor recruitment.
- Deliver a post-event report within 10 business days covering attendance, vendor participation, sponsor deliverables, budget against actual, feedback, and recommended changes.
- Propose and test improvements to First Friday within its established format and budget, and report what worked.
- Coordinate with Marketing and Communications on event promotion and with other Destination Bryan departments on event support.

QUALIFICATIONS & REQUIREMENTS:

- Bachelor's degree in tourism, hospitality, event management, communications, marketing, or a related field, or equivalent experience
- Two (2) or more years of experience planning and running public or community events, including serving as the on-site lead
- Experience managing vendors, contractors, or performers, including applications, agreements, and day-of coordination
- Ability to work every First Friday evening and assigned evening, weekend, and holiday events
- Must live in, or be willing to relocate to, the Bryan-College Station, Texas area
- Ability to lift and carry up to 50 pounds, with or without reasonable accommodation
- Ability to stand and walk for extended periods outdoors in Texas weather during long event days
- Must be able to operate a motor vehicle and have a valid driver's license
- Preferred: experience with downtown, festival, or municipal events, including City permitting

WORKING KNOWLEDGE & SKILLS:

- Comfortable having direct, sometimes difficult conversations with vendors and partners, and holding them to agreed terms
- Calm, quick decision-making when plans change on event day
- Strong organization, follow-through, and attention to detail across recurring monthly deadlines
- Creative thinker who can improve an established event without losing what works
- Clear verbal, written, and interpersonal communication skills
- Collaboration within a small 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
- Flexible schedule built around event work, including later start times and extra time off after events

APPLICATION PROCESS:

Interested applicants should send their resume and cover letter to Caden Jones, Community Engagement Manager, at caden@destinationbryan.com. In your cover letter, tell us about an event you ran on site and one thing you changed to make it better the next time. For additional questions, please call (979) 721-9506. Destination Bryan is an equal opportunity employer. We do not discriminate on the basis of race, color, religion, sex (including pregnancy, sexual orientation, and gender identity), national origin, age, disability, genetic information, veteran status, or any other characteristic protected by law.

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.