

DUTY STATEMENT**OFFICE OF EXPOSITION PARK MANAGEMENT**
 Current
 Proposed

The statements contained in this duty statement reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absence of relief, to equalize peak work periods or otherwise to balance the workload.

1. POSITION INFORMATION	
CIVIL SERVICE CLASSIFICATION:	WORKING TITLE:
Chief, Expo Events	Event Services Manager
NAME OF INCUMBENT:	POSITION NUMBER:
	314-601-4408-001
CBID/WWG/PROBATION:	UNIT NAME:
S01/ E / 12 Months	Exposition Park Management
SUPERVISOR'S NAME:	SUPERVISOR'S CLASSIFICATION:
	General Manager
SCHEDULE / SHIFT:	REVISION DATE:
	12/19/2024

Duties Based on: FT PT– Fraction _____ INT Temporary – _____ hours

2. REQUIREMENTS OF POSITION	
Check all that apply:	
<input checked="" type="checkbox"/> Conflict of Interest Filing (Form 700) Required	<input type="checkbox"/> EPA Section 608 Technician Certification
<input type="checkbox"/> State Issued Uniform	<input checked="" type="checkbox"/> Requires Fingerprinting & Background Check
<input type="checkbox"/> Requires DMV Pull Notice	<input type="checkbox"/> Bilingual Fluency (<i>specify below in Description</i>)
<input checked="" type="checkbox"/> Medical Examination/Testing	<input type="checkbox"/> Other (<i>specify below in Description</i>)

Description of Position Requirements:

(e.g., Class C driver's license, bilingual, frequent travel, graveyard/swing shift, etc.)

See classification specifications.

3. DUTIES AND RESPONSIBILITIES OF POSITION
<p>General Statement: (Briefly describe the position's organizational setting and major functions)</p> <p>Under the direction of the General Manager, the Chief, Expo Events, herein referred to as the Events Services Manager, is responsible for leading the day-to-day operations and special projects for the Special Events team in the Office of Exposition Park Management (OEPM). The Event Services Manager will: 1) Provide direct management and supervision to the Special Events team 2) Oversee the business development and marketing of Exposition Park event space and services 3) Develop and implement standard operating procedures and policies to improve the efficiency and business model of OEPM special events and 4) Manage and track revenue from special events and leasing.</p>

STATE OF CALIFORNIA
DUTY STATEMENT

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Name of Incumbent

Civil Service Classification

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Chief, Expo Events

314-601-4408-001

Percentage of Duties	Essential Functions
35%	<p>Management and Supervision. Plan, organize and direct the work of the Special Event staff (both permanent and temporary) involved in providing customer service and support for all events held at Exposition Park including the parking lots, Department of Public Safety, Park tenants and other contractors. Ensure that all event staff (permanent and temporary) receive adequate training on safety protocols, customer service standards, and Exposition Park policies. Facilitate ongoing professional development opportunities for the team. Ensure timely responses and accurate communication between the Events team, its clients and park visitors. Ensure the policies and standards of Exposition Park are being followed; Provide support in managing complex or high-level clients and events. Review and sign off on event cost-estimates, invoices, and other transactional materials. Develop and implement contingency plans for emergencies during events, such as severe weather, security threats, or medical emergencies. Coordinate with the Department of Public Safety and other stakeholders. Regularly evaluate the performance of the event staff and provide constructive feedback to improve efficiency and client satisfaction.</p>
30%	<p>Business Development and Marketing. Build relationships with local communities, organizations, and stakeholders to increase the park's visibility and attract diverse events. Conduct market analysis to determine appropriate pricing/rates for Exposition Park event space, services, and assets. Establish and review pricing and rates regularly to stay competitive. Negotiate and prepare contracts and complex special event agreements with local jurisdictions, rental agreements and permits for special services and events. Establish and maintain effective working relationships between the OEPM and its 'clients' and visitors. Meet with prospective clients and provide all necessary information for leasing event space. Investigate complaints concerning special event activities or personnel and take corrective action. Work with communications lead to amplify park accessibility and availability. Collaborate with the communications team to enhance digital marketing strategies, including social media, online advertising, and partnerships, to attract new clients. Stay updated on industry trends and introduce new event formats, technologies, or features to keep Exposition Park events competitive and engaging.</p>
20%	<p>Administrative. Develop and implement standard operating procedures and policies to improve the efficiency and business model of OEPM special events. Oversee and submit FISCAL and Net Facilities requests as it relates to event space and use. Ensure files, records and event information are managed, archived, and recorded accurately and appropriately. Manage the Park Master Calendar and prioritization of events. Keep records and prepare reports for the General Manager, Assistant General Manager and Board of Directors as needed. Develop and monitor revenue projections and provide reports as needed. Provide reports of event transactions as requested by OEPM leadership. Implement tools for tracking and analyzing event performance metrics, client satisfaction, and revenue growth. Use insights to make data-driven decisions and optimize operations. Incorporate eco-friendly practices and policies into event planning and operations, such as waste management programs or sustainable procurement practices. Develop a system for collecting and responding to client and visitor feedback, using it to continuously improve event operations.</p>
10%	<p>Budget, Procurement and Contract Management. Track/monitor budget and expenditures for Department. Prepare and follow state procurement policies and procedures. Interface with vendors and constructors. Prepare and submit budgets as needed. Identify and apply for grants or sponsorships that support special events or infrastructure improvements.</p>
Percentage of Duties	Marginal Functions
5%	<p>The incumbent will perform other job-related duties as required to fulfill the department mission, goals, and objectives. Additional duties may include, but not be limited to: (a) assisting where needed within the program, which may include special assignments; (b) complying with general State and department administrative reporting requirements (i.e. completion of time sheets, project time reporting, travel requests, travel expense claims, work plans, training requests, individual development plans, etc.); and (c) attendance at staff meetings and training.</p>

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4. WORK ENVIRONMENT (Choose all that apply)

Standing: Frequently - activity occurs 33% to 66%	Sitting: Frequently - activity occurs 33% to 66%
Walking: Frequently - activity occurs 33% to 66%	Temperature: Temperature Controlled Office Environment
Lighting: Artificial Lighting	Pushing/Pulling: Occasionally - activity occurs < 33%
Lifting: Occasionally - activity occurs < 33%	Bending/Stooping: Occasionally - activity occurs < 33%

Other: May work indoor/outdoor depending on task or event.

In all job functions, employees are responsible for creating an inclusive, safe, and secure work environment that values diverse cultures, perspectives, and experiences, and is free from discrimination. Employees are expected to provide all members of the public with equitable services and treatment, collaborate with underserved communities and tribal governments, and work toward improving outcomes for all Californians.

Typical Work Environment:

Private Office Cubicle Shop Assigned Area Other:

Telework Status:

- Office-Based - 0% telework
- Office-Centered 20 – 40% telework
- Remote-Centered 60 – 100% telework

NOTE: If eligible, an approved STD 200 Telework Agreement is required to be submitted to the Telework Coordinator and may require, as a prerequisite, full on-boarding and specific training.

5. SUPERVISION EXERCISED:

(List total per each classification of staff)

Directly- 1- SSM I, Indirectly- 2- Event Coordinators, 1- Administrative Assistant (TI)

6. SIGNATURES

Employee's Acknowledgement:

My signature below indicates that I have read and understand the duties listed above and certify that I possess the required skills, knowledge, experience, and personal characteristics; including integrity, initiative, dependability, good judgement, ability to work cooperatively with others, and the ability to perform the assigned duties as described above with or without reasonable accommodation*.

Employee's Name:

Employee's Signature:

Date:

Supervisor's Statement:

I have reviewed the duties and responsibilities of this position with the employee and have provided a copy of the Duty Statement to the employee.

Supervisor's Name:

Supervisor's Signature:

Date:

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7. HR USE ONLY		
HR Approval		
<input checked="" type="checkbox"/> Duties meet class specification and allocation guidelines. <input type="checkbox"/> Exceptional allocation, STD-625 on file.	HR Director Initials	Date Approved
Reasonable Accommodation Unit use ONLY <i>(completed after appointment, if needed)</i> <i>*If Reasonable Accommodation is necessary, please complete a Request for Reasonable Accommodation (DE 8421) form and submit it to Reasonable Accommodation Coordinator.</i> List any Reasonable Accommodations made:		

Form Routing: After signatures are obtained, make 2 copies:

- Provide original to HR for employee's Official Personnel File (OPF)
- Copy to the employee.
- Copy to the supervisor's drop file.