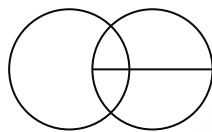


MESQUITE

T E X A S

Real. Texas. Service.

Special Events and Sponsorship Coordinator



Indiana University School of Public Health

Stephanie Belmontes

SPH-R 426: Human Resources Management in Leisure Services

Professor Mark Miller

April 24, 2023

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01

**Job
Announcement**

Job Announcement

Special Events and Sponsorship Coordinator

Salary: \$43,056.83 - \$64,585.04

Location: Mesquite, TX

Type: Full-time, Experienced

Duties & Responsibilities:

The primary focus of this position is to plan, direct, manage, and coordinate festivals and special events for the City of Mesquite; and to identify, cultivate, solicit, and execute sponsorships for the City. Responsible for developing budget, long-term and short-term goals, event structure and design, and planning and logistics. Responsible for managing sponsor contracts and benefit packages and ensuring sponsor satisfaction. Coordinate and supervise the work of, and serve as liaison to, vendors, sponsors, outside organizations, volunteer committees, and other persons related to the implementation of festivals and events. Conduct pre and post-event evaluations and make necessary adjustments to improve the level of service. Represent the community of Mesquite professionally and positively with business leaders to promote Mesquite as a place to conduct business.

Qualifications:

- Two years of increasingly responsible experience in sponsorship development, Special Events, or equivalent professional experience.
- Experience in the management of liability/legal issues related to events.
- Must be able to set up and break down event displays, banners, and exhibits and lift 50 pounds.
- Candidates must have strong written and oral communication skills, excellent organizational skills must have a valid First Aid and CPR Certification, and demonstrated organizational, budgeting, and managerial skills, as well as knowledge of computer systems and the ability to use them as tools.
- Must possess a valid Texas driver's license or be able to obtain one.
- Must pass a criminal background investigation

Required Education:

4-year degree in Recreation Management or a related field required from an accredited university.

02

Job Description

Job Description

Special Events and Sponsorship Coordinator

Location: Mesquite, TX

Type: Full time, experienced

Salary: \$43,056.83 - \$64,585.04

Report to: Director of Events and Director of Parks and Recreation

Position Summary:

To plan, direct, manage and coordinate festivals and special events for the City of Mesquite; and to identify, cultivate, solicit and execute sponsorships for the City.

Duties & Responsibilities:

1. Develop, maintain, and promote a sponsorship program for the City of Mesquite which includes: identifying and soliciting potential sponsors, assembling and submitting sponsorship requests, establishing and maintaining personal contact and relationships with current and potential sponsors, conducting prospect research and meeting deadlines for sought event sponsorships for the purpose of generating funding for events and other activities of the City.
2. Oversee and coordinate large and small scale activities and events for the City. Develop and monitor event timelines and work with event staff and stakeholders to ensure deadlines are met.
3. Develop and monitor event budgets and ensure they are adhered to.
4. Responsible for the planning and execution of community events with community partners.
5. Responsible for the development of long-term and short-term goals, event structure and design, and planning and logistics.
6. Responsible for managing sponsor contracts and benefit packages, and ensure sponsor satisfaction.
7. Coordinate effectively with interdepartmental teams assisting with festivals and community events.

Job Description

8. Responsible for maintaining and controlling inventory of equipment used for special events.
9. Coordinate and supervise work of, and serve as liaison to, vendors, sponsors, outside organizations, volunteer committees, and/or other persons related to implementation of events.
10. Communicate and coordinate courteously and effectively with the public, other City employees, officials, vendors, corporate sponsors, volunteers, and other outside organizations.
11. Develop and maintain positive working relationships with other city supervisors/managers/employees and the public.
12. Experience in the management of liability/legal issues related to events.
13. Coordinate, direct and participate in set-up, breakdown, and decoration for events.
14. Conduct pre and post event evaluations and make necessary adjustments to improve the level of service.
15. Represent the community of Mesquite in a professional and positive manner with business leaders in order to promote Mesquite as a place to conduct business.

Job Requirements:

Experience

- Minimum of two years of experience in sponsorship development, special events or equivalent professional experience, or any combination of relevant education and experience sufficient to demonstrate the knowledge, skills, and abilities to perform the duties.

Education

- 4-year degree in Recreation Management or related field required from an accredited university.

Job Description

Work relationships & critical contacts:

The Special Events and Sponsorship Coordinator must maintain a professional relationship with vendors, all Mesquite team members, clients, Chairs, attendees, contacts, and anyone else involved in creating successful events. The Special Events and Sponsorship Coordinator reports directly to the Director of Special Events.

Level of supervision:

The Director of Special Events supervises the Special Events and Sponsorship Coordinator. The skill level of this position is experienced, and the level of supervision is low. It is required that the Special Events and Sponsorship Coordinator has a high degree of initiative and independent judgment. The Special Events and Sponsorship Coordinator will also oversee events from conception through teardown.

Professional Composure:

As a member of the Mesquite team, the Special Events and Sponsorship Coordinator work under pressure to meet strict deadlines while maintaining composure.

Collaboration:

The Special Events and Sponsorship Coordinator must be able to contribute, communicate, and collaborate with team members positively.

Client relations:

This position directly works with Chairs, members, sponsors, and prospects to communicate event details and ensure satisfaction.

03

Recruitment Strategy

Recruitment Strategy

Equal Employment Opportunity:

Mesquite's policy is to follow the Equal Employment Opportunity and Nondiscrimination based on race, creed, color, national origin, sex, marital status, age, sexual orientation, religion, mental or physical handicap or disability, or use of a trained service dog. Mesquite bases all decisions on the candidate's merit, qualifications, and competency.

Recruitment Strategy:

Mesquite is seeking a candidate with the potential to succeed long-term in this position. Additionally, this candidate will work well with our company culture. We value integrity, inclusiveness, stewardship, and communication. We are dedicated to providing the very best customer service possible and seeking friendly, knowledgeable, enthusiastic individuals.

For hiring externally, we will post job websites that we are connected to. We will post the job announcement on Glassdoor, Indeed, LinkedIn, and Government Jobs. In addition, we will post the media created on our social media sites, such as Facebook, Instagram, Twitter, and LinkedIn.

Recruitment timeline:

Week 1: Post job announcements on websites like Glassdoor, Indeed, and Government Jobs. The media made for social media will be posted on Instagram, Facebook, Twitter, and LinkedIn.

Week 2: Begin reviewing applicants—separate applications into categories: Highly qualified, somewhat qualified, and not qualified.

Week 3: Continue receiving applications and evaluate qualifications.

Week 4: No longer accepting applications. Continue and finish phone interviews to learn about qualified applicants. Begin in-person interviews.

Week 5: No longer taking phone interviews. Final review of all applicants.

Recruitment Strategy -Flyer

MESQUITE TEXAS

We Are Hiring

SPECIAL EVENTS AND SPONSORSHIP COORDINATOR

Join our team today!

Requirements:

- 4-year degree in Recreation Management or a related field
- Two years experience in sponsorship development or special event development
- Experience in management liability and legal issues related to events
- Ability to set up and breakdown event displays, banners, and exhibits



Scan this code to
apply today

For more information, contact:
vrivera@cityofmesquite.com



MESQUITE
T E X A S
Real. Texas. Flavor.

Recruitment Strategy - Social Media

We Are HIRING Special Events and Sponsorship Coordinator



We are looking for you to join
our event coordinating team!

Requirements :

- ❶ Two years of experience in sponsorship development or special events
- ❷ 4-year degree in Recreation Management or related field
- ❸ Experience in management of liability and legal issues related to events
- ❹ Be able to setup and breakdown event displays, banners, and exhibits

Please visit [https://- Government jobs.com/careers/mesquitetax/jobs/3850840/special-events-and-sponsorship-coordinator](https://www.governmentjobs.com/careers/mesquitetax/jobs/3850840/special-events-and-sponsorship-coordinator) for more information and to apply.

Recruitment Strategy

-Web format, PDF

Special Events and Sponsorship Coordinator

Salary: \$43,056.83 - \$64,585.04

Location: City of Mesquite, Texas

Type: Full-time - Experienced



Duties and Responsibilities: The primary focus of this position is to plan, direct, manage and coordinate festivals and special events for the City of Mesquite; and to identify, cultivate, solicit and execute sponsorships for the City. Responsible for the development of budget, long-term and short-term goals, event structure and design, and planning and logistics. Responsible for managing sponsor contracts and benefit packages, and ensure sponsor satisfaction. Coordinate and supervise the work of, and serve as liaison to, vendors, sponsors, outside organizations, volunteer committees, and/or other persons related to implementation of festivals and events. Conduct pre and post event evaluations and make necessary adjustments to improve the level of service. Represent the community of Mesquite in a professional and positive manner with business leaders in order to promote Mesquite as a place to conduct business.

Qualifications: Two years of increasingly responsible experience in sponsorship development, special events or equivalent professional experience. Experience in the management of liability/legal issues related to events. Must be able to set up and breakdown event displays, banners and exhibits as well as have ability to lift 50 pounds. Candidates must have strong written and oral communication skills, excellent organizational skills, must have a valid First Aid and CPR Certification, and demonstrated organizational, budgeting and managerial skills as well as knowledge of computer systems and the ability to use them as tools. Must possess a valid Texas driver's license, or be able to obtain one. Must pass a criminal background investigation.

Required Education: 4-year degree in Recreation Management or related field required from an accredited university.

Recruitment Strategy

Job Announcement Staff Email-

****Formatted for email:*

SUBJECT: Job Opening: Special Events and Sponsorship Coordinator

Dear Mesquite Team,

We have a recent opening for the Special Events and Sponsorship Coordinator. This position will be open to outside hiring; however, we strongly encourage interested employees to apply.

The Special Events and Sponsorship Coordinator is a member of the Corporate Event and Recreation Team and is responsible for planning and executing a variety of event logistics, marketing, and content, provides on-site event management, and is the "go-to" person at events.

This position seeks someone with at least two years of experience in sponsorship development or special events, a 4-year degree in recreation management, or a related field. Strong written and oral communication skills, strong organizational skills, ability to perform under pressure, and availability over weekends.

For more information, please visit

<https://governmentjobs.com/mesquitetexas/jobs/special-events-and-sponsorship-coordinator>

To apply, please reply to this email with a resume attached by August 15, 2023. In addition, include any questions that you may have regarding this position.

Thank you,

HR hiring team

04

Screening Process

Screening Process

Overview of the screening process:

Mesquite will use a three-phase screening process for the Special Event and Sponsorship Coordinator position. The first phase of the screening process will be the evaluation of applications. Next, the applications will go through an applicant tracking system (ATS) to scan for required qualifications. Finally, the applications will be separated into highly qualified, somewhat qualified, and not qualified.

The second phase of the screening process will consist of phone or Zoom interviews. The Director of Special Events will be conducting the interview. The Director of Special Events and the human resources staff will be present to take notes of each candidate. The interview will last 15-20 minutes, and each candidate will be asked five questions precisely the same. We will learn more about the candidate's skills and values through this phase.

The final phase of the screening process is the on-site, in-person interview. The director of Special Events will tour the facilities and introduce the candidate to the staff. The final interview will be conducted with a total of 10 questions. After reference checks and the background check is completed by the preferred candidate, the Director of Special Events will proceed with a job offer.

Compensable Factors:

The compensable factors listed below are the basis for evaluating the candidate interested in the Special Events and Sponsorship Coordinator position. These factors are essential functions to be successful in this position. Each function is rated on a scale of 1 through 4. The final scores for each candidate will be ranked on their compensable factors.

1 point: Does not meet expectations

2 points: Somewhat meets expectations/needs improvement

3 points: Meets expectations

4 points: Exceeds expectations

Screening Process

Compensable Factors	Score
4-year degree in Recreation Management or related field required from an accredited university.	
Two or more years of increasingly responsible experience in sponsorship development, special events or equivalent professional experience	
Possess a valid driver's license or is able to obtain one	
Pass a criminal background check	
Strong written and oral communication skills, and organizational skills	
Demonstrates organizational, budgeting, and managerial skills	
Ability to exercise considerable initiative and independent judgement	
Ability to proactively solve problems, work independently, and demonstrate strong initiative	
Total	_____/36

Comments:

Screening Process

Screening process steps:

Step 1: Print each applicant's submission.

Step 2: Evaluate each application and divide them into three categories: Highly qualified, Somewhat qualified, and Not Qualified.

Step 3: Assess the highly qualified and somewhat qualified categories with the following actions

- Run applications through the applicant tracking system
- Review the application as a precaution to avoid any mistakes through the ATS
- Use the compensable factors chart to score the candidates
- Create a pile of all candidates that meet compensable factors
- Compare scores from the compensable factors chart

Step 4: Evaluate the Somewhat qualified pile

- Review each resume and job accomplishments
- Look for patterns in career directions

Step 5: Select the top 8-10 candidates to complete the phone or Zoom interview. The interview will be 10-20 minutes in length.

Step 6: Once the phone interviews are completed, the candidate pool will be narrowed based on candidates' communication skills and responses.

Step 7: Once the on-site interviews are completed, the final candidates will be asked if the company may call references.

Step 8: A background check will be completed; pending the background check findings, the candidate may be able to accept the position.

Decision process:

Decisions will be based on the candidates' related experiences, related skills, and professionalism. Professionalism will be exemplified by professional dress in interviews, professional communication, and speech throughout the hiring process. Decisions can also be based on reference check results and background check results.

05

**Interview
Questions &
On-site Itinerary**

Interview Questions & On-site Itinerary

Overview of the on-site interview:

At Mesquite, we value the importance of on-site interviews since we can better determine the individual's suitability for the Special Events and Sponsorship Coordinator position. One member of the Corporate Events team, the HR team, and the Parks and Recreation team will sit in on the interview to take notes and give perspective. In addition, interviewers will use the SOFTEN method to provide a sense of ease to applicants during the interview process. There will also be a tour of the location for applicants to familiarize themselves with the workplace and the town.

On-site interview itinerary:

9 am: Interviewees arrive at the site - coffee and bagels are provided

9:30 am- 10:20 am: The tour of the facility begins

10:30 am-11:45: The Directors of Corporate Events and Parks and Recreation will briefly go over expectations, the position, and requirements

12 pm-1:15 pm: Lunch - Applicants will be allowed to explore the town on their own

1:30 pm-3 pm: Applicants regroup, and formal interviews begin

*Each interview will have a 5-10 minute break in between for debriefing amongst interviewers.

Interview Questions & On-site Itinerary

Interview questions:

- Tell me about yourself.
- Why do you want to work at this company?
- What are your greatest strengths?
- What do you consider to be your weaknesses?
- What is your greatest professional achievement?
- Tell me about a challenge or conflict you've faced at work, and how did you deal with it?
- What are you looking for in this position?
- How do you deal with stressful situations?
- What do you like to do outside of work?
- What motivates you?
- Where do you see yourself in 5 years?
- What should I know that's not on your resume?
- Do you have any questions for us?
- What attributes or skills do you think are most important for this position?
- Tell me about a time that you took initiative on a project.
- What is more important, creativity or efficiency? Why?

*Asked in no specific order.

06

Orientation & Training

Orientation & Training

Orientation & Training Overview:

Orientation and training for full-time and part-time employees are crucial to the success of the company and the employees. Orientation is the introduction of new employees to the organization, work unit, and job. The company's goals and objectives for new hire orientation and training are:

1. To effectively communicate the company's culture and essential information
2. To learn and practice company policies and procedures
3. To introduce company facilities and departments

Orientation and training will be two weeks and will be during regular working hours in order for the employee to get a sense of what their schedule will be like once training is over. Sessions will be one to two hours in length, with a 15-minute break in between each session, and there will be an hour break. The employees will be going over organizational and departmental orientation; The employee will be given a binder with everything we will cover below. This is because the employee can take notes, follow along quickly, and keep the binder for future reference.

Below is the outline for the orientation and training topics that will be covered. This information is also included in the binder that the employee will receive.

Orientation & Training

Orientation topics:

- Company Overview
 - Welcome speech
 - FOunding, growth, trends, goals, priorities, and problems
 - Traditions, customs, norms, and standards
 - Current functions of the organization
 - Products/services and customers served
 - Steps in getting products/services to customers
 - Scope and diversity of activities
 - Organization, structure, and relationship of company and its branches
 - Managerial staff information
 - Community relations, expectations, and activities
- Policies and procedures review
- Compensation
 - Pay rates and ranges
 - Overtime
 - Holiday pay
 - Shift differential
 - How pay is received
 - Deductions: required and optional
 - Option to buy damaged products and costs thereof
 - Discounts
 - Advances on pay
 - Credit union loan information
 - Reimbursement for job expenses

Orientation & Training

- Benefits
 - Insurance
 - Medical/dental
 - Life insurance
 - Disability
 - Workers' compensation
 - Holidays and vacations
 - Leave: personal illness, family illness, bereavement, maternity, military, jury duty, emergency, extended absence
 - Retirement plans and options
 - On-the-job training opportunities
 - Counseling services
 - Cafeteria
 - Recreation and social activities
 - Other company services to employees
- Safety and accident prevention
 - Completion of emergency data card (if not done as part of employment process)
 - Health and first aid clinics
 - Exercise and recreation centers
 - Safety precautions
 - Reporting of hazards
 - Fire prevention
 - Accident procedures and reporting
 - OSHA requirements (review of key sections)
 - Physical exam requirements
 - Use of alcohol, tobacco, and drugs on the job
 - Tax shelter options
- Employees and union relations
 - Terms and conditions of employment review
 - Assignment, reassignment, and promotion
 - Probationary period and expected on-the-job conduct
 - Reporting of sickness and tardiness
 - Employee rights and responsibilities
 - Manager and supervisor rights
 - Relations with supervisors and shop stewards
 - Employee organizations and options
 - Union contract provisions and/or company policy
 - Supervision and evaluation of performance

Orientation & Training

Organizational outline:

- **Company Overview**
 - Welcome speech
 - Founding, growth, trends, goals, priorities, and problems
 - Traditions, customs, norms, and standards
 - Scope and diversity of activities
 - Organization, structure, and relationship of company and its branches
- **Policies and Procedures**
- **Compensation**
 - Pay rates and ranges
 - Overtime
 - Holiday pay
 - How pay is received
 - Deductions: required and optional
 - Discounts
- **Benefits**
 - Insurance: medical, dental, life
 - Disability
 - Workers Compensation
 - Holidays and Vacations

Departmental Outline:

- **Goals and Current Priorities**
 - Organization and Structure
 - Relationship with departments and jobs within
- **Job Duties and Responsibilities**
 - Job Description
 - How the job relates to the company and its importance
 - Job Performance standards
 - Types of Assistance and how to ask for help
- **Policies and Procedures**
 - Unique rules for job and department
 - Handling emergencies
 - Accident Prevention
 - Breaks
- **Department Tour**
 - Rest rooms
 - Fire alarm boxes and fire extinguisher
 - Time clocks
 - Eye-wash station
 - Supply room and maintenance room
 - First-aid and AED locations
- **Introduction to department employees**

Orientation & Training

- Leave
- Training opportunities
- Other services
- **Safety and Accident Prevention**
 - Completion of Emergency Data Card
 - Health and First-Aid
 - Safety Precautions
- **Employees and Union Relations**
 - Terms and Conditions of Employment Review
 - Employee Rights and Responsibilities

Orientation & Training

Orientation kit materials:

- Company organization chart.
- Map of the company's facilities.
- Copy of policy and procedures handbook.
- List of holidays and fringe benefits.
- Copies of performance appraisal forms, dates, and procedures.
- Copies of other required forms (eg: expense reimbursement form).
- Emergency and accident prevention procedures.
- Sample copy of company newsletter or magazine.
- Telephone numbers and locations of key company personnel (eg: security personnel).
- Copies of insurance plans.

***Employees must sign a form indicating that they have read and received the orientation kit.



Orientation & Training

Orientation and training schedule:

Week one will be spent lecturing and going over topics outlines above and in the binder. Week two is spent putting these topics into use and learning hands-on. Weeks are based on a 5-day work week with Saturday and Sunday being off. In case of orientation and training need more time, Saturday and Sunday can be used for covering topics.

Week 1: Lectures

- Day 1:
 - Organizational: Company Procedures
 - Departmental: Goals and Current Priorities
- Day 2:
 - Organizational and Departmental: Policies and Procedures
- Day 3:
 - Organizational: Compensation and Benefits
 - Departmental: Job Duties and Responsibilities
- Day 4:
 - Organizational: Safety and Accident Prevention
 - Departmental: Department Tour and Introductions
- Day 5:
 - Organizational: Employees and Union Relations, go over any loose ends
 - Departmental: Go over any loose ends

Week 2: On-the-job Training

- Day 1:
 - Tour of facilities and specific department areas
- Day 2
 - Review of topics learned, tying up loose ends
 - Start working on own with supervision/aid
- Day 3
 - Working on own, checking in with director when/if needed
- Day 4
 - Trial day of working on own
- Day 5
 - Working on own
 - Evaluation of training
 - Tying up any loose ends

Orientation & Training

Evaluation method:

The process of evaluating the strengths and weaknesses of orientation and training programs allows the company to ensure our employees are set up for success in the workplace. This also has a high performance rate. The evaluation will observe the following components:

1. Reactions: How much did the trainee like the program?
2. Learning: What principles, facts, and concepts were learned in the training program?
3. Behavior: Did the job behavior of the trainee change because of the program?
4. Results: What were the results of the program in terms of factors such as reduced costs or reduction in turnover?

The following questions will be included in the evaluation:

- How would you rate the total orientation and training duration?
- How would you rate the individual who trained you?
- How would you rate company communication with you?
- Describe how prepared you feel for the first week on the job
- Describe what you liked about the orientation and training
- Describe what you disliked or would have changed about the orientation and training.

07

Performance Evaluation

Performance Evaluation

Performance evaluation method:

Performance evaluations are used to communicate how employees perform on the job and establish a plan of improvement to highlight an essential key to success. Performance evaluations are an asset for developing employee strengths and a space to communicate between employees and supervisors. This opportunity also allows the company to influence improvement in the employee's future work; this also allows the employee and supervisor to understand better where they both stand and what is needed to continue.

The evaluation allows employees to understand better how they can continue to grow and develop their skills at the company since they get to discuss their goals and room for improvement with the supervisor.

When giving feedback, Mesquite follows these guidelines:

1. Give five times as much praise as feedback
2. Be specific
3. Praise in public and offer guidance in private
4. Preface, or ask for permissions, to give guidance
5. Address the behavior, not the person
6. Give praise and guidance consistently
7. Be timely
8. Prepare
9. Use "and", not "but"
10. Praise correct behavior

We believe that by following these guidelines supervisors will be able to continuously use words of affirmation to show employees that their work does not go unnoticed.

Performance Evaluation

Performance evaluation form:

Mesquite Performance Evaluation

Employee name _____

Date ____ / ____ / ____

Job Title: _____

Department _____

Supervisor: _____

Performance Rating Definitions:

1. Needs Improvement: Performance is continuously unacceptable
2. Below Average: Performance fails to meet job requirements on a regular basis
3. Meets Expectations: Performance is regularly competent and dependable
4. Very Good: Performance is routinely above job requirements
5. Exceptional: Performance is continuously superior

Performance Rating:

Responsibility/Accountability Comments:	
Communication Comments:	
Independence Comments:	
Decision Making Comments:	
Initiative: Comments:	
Leadership Comments	

Performance Evaluation

Evaluation

Additional Comments:

Goals:

Verification of Review

By signing this form, you confirm that you have discussed this review in detail with your supervisor. Signing this form does not necessarily indicate that you agree with this evaluation

Signature

Date

Supervisor Signature

Date

08

Discipline Procedures

Discipline Procedures

Discipline Procedures Overview

The Mesquite team is expected to follow all policies and procedures that are in place to maintain safety and well-being for all employees and the community. Employee actions reflect upon the city, whether off the clock or on the clock. The guidelines for discipline assist supervisors in determining the appropriate level of discipline. Discipline may begin at any step, depending on the severity of the incident.

The following offenses are not tolerated. Not all offenses may be listed. The supervisor may use discretion depending on the offense and its severity if necessary. Throughout the entire disciplinary process, supervisors must document everything.

Minor offenses • Tardiness or absenteeism • Safety violations • Poor productivity • Abusive or inappropriate language • Unauthorized use of property	Major Offenses • Sexual Harassment • Under the influence of alcohol or drugs • Deliberate fraud • Theft • Abuse or violence
Disciplinary Procedure 1. Counseling and verbal warning 2. Written warning 3. Suspension and final written warning 4. Recommendation of termination	Disciplinary Procedure 1. Counseling and Suspension 2. Recommendation of Termination