

Job Title:	Program Coordinator - Tourism	Position Type:	Full Time / Non-Exempt
Division:	Pavilion / CBA	Department:	Community Programs

Description of Work

ROLE AND RESPONSIBILITIES

General Definition: This position supports the City of Woodway’s efforts to promote local events, attractions, and initiatives that enhance tourism. This role involves assisting in marketing, public relations, communications, community outreach, and venue sales, coordination, and support. The Tourism & Community Program Coordinator will engage with city vendors, develop promotional materials, and contribute to tourism-related projects that showcase Woodway as a premier destination. This position directly oversees programming for the Carleen Bright Arboretum/Pavilion, including the monthly farmers markets, concerts, Friends of the Arboretum Program, and all other Arboretum programming, and performs related duties as directed.

Supervision Received: Directly reports to the Event and Tourism Superintendent and his/her designee.

Supervision Exercised: None

Examples of Duties: Coordinates activities and programming functions such as the monthly farmers markets, concerts, and special events held at held at city event venues; assists in securing Friends of the Arboretum donations and event sponsorships; assists in creating, proofreading, and editing copy for digital platforms, including website updates, promotional graphics, newsletters, and social media; assists in preparing contracts and payment processing; provide accurate and timely information to clients, vendors, and meeting planners; focus on improving the quality of life for Woodway residents and tourists by creating programming, events, and activities; deliver a positive event experience; foster relationships with hosts to maintain a catalogue of repeat partners while prospecting for new events; assist in coordinating indoor and outdoor special events hosted by the city; assist in generating and implementing a sales and marketing plan to achieve program and event goals; assist in preparing revenue and expenditure reports; set forth specific standard operating procedures for all staff in order to promptly and thoroughly handle all steps in the event planning, execution and follow-up process; assist in creating, maintaining and enforcing schedules, budgets and event status; maintain and distribute marketing materials; coordinate with influencers to promote Woodway events and Woodway as a tourist destination; represent Woodway a local and regional tourism events, trade shows, and community programs; support planning and execution of events and programming, ensuring alignment with the tourism goals; help monitor tourism performance metrics, including website traffic, event attendance, and social media engagement; assist in maintaining social media platforms and advertisements; compile reports on promotional efforts and outcomes; and promote the Carleen Bright Arboretum, the Pavilion, and Discover Woodway. Will assist at Woodway Family Center and Carleen Bright Arboretum with special events and complete other duties as assigned. May be asked to perform additional job duties that are directly, indirectly, or completely unrelated to normal job functions in the course of presenting certain city special events.

MINIMUM QUALIFICATIONS

Knowledge: Thorough knowledge of public assembly, special event programming, and event management; thorough knowledge of the principles of budget administration, personnel administration, and contract administration; thorough knowledge of effective supervisory practices and procedures. Knowledge of modern office practices and procedures; proficient with data entry procedures, including Microsoft Word, Excel, Adobe Creative Suites, Canva, and various design software.

Skills/Abilities: Ability to effectively communicate, both verbal and written; establish and maintain effective working relationships with clients/guests, vendors, donors, sponsors, staff, and elected officials; ability to make mathematical calculations; expertise in planning and coordinating special events. Must be able to multitask effectively and meet multiple deadlines and one time. Must have strong organizational skills and the ability to manage multiple projects with competing deadlines. Skill in creating content and managing social media posts, and being able to work closely with the Tourism Superintendent for building a social media calendar. Skill in developing and recording data. Skill in enforcing rules and policies of special events and programming. Flexibility to work evenings, weekends, and holidays as needed for events or programs.

EDUCATION/EXPERIENCE

Bachelor’s degree with major coursework in Communications, Marketing, Management, Public Administration, Business Administration, or a related field is required.

Minimum of five years of experience in customer service, sales, marketing, event planning, or a related field.

Any work-related experience resulting in acceptable proficiency levels in the above required knowledge, skills, and abilities is an acceptable substitute for the above-specified education and experience requirements.

Licenses and Certificates: Texas Class C driver’s license and driving history acceptable to the City. Able to obtain and maintain current CPR and basic First Aid training.

THE ABOVE STATEMENTS ARE INTENDED TO DESCRIBE THE GENERAL NATURE AND LEVEL OF WORK BEING PERFORMED AND ARE NOT INTENDED TO BE AN EXHAUSTIVE LIST OF ALL RESPONSIBILITIES, DUTIES, AND SKILL WHICH MAY BE REQUIRED. ALL EMPLOYEES ARE EXPECTED TO PERFORM TASKS AS ASSIGNED BY SUPERVISOR.

Job Description:	Program Coordinator - Tourism	Revised:	April 30, 2026
------------------	-------------------------------	----------	----------------

Employee Signature

Date