JOB DESCRIPTION

Visit SACRAMENTO

EMPLOYEE:
POSITION TITLE: Events Specialist
DEPARTMENT: Events
DATE: October 2026

REPORTS TO: Director of Events
FLSA STATUS: Non-Exempt/Full Time
HOURLY RANGE: $26.44 - $33.65

Summary

The Events Specialist provides administrative, project management, and logistical support for Visit Sacramento's special events, activations, and other assigned initiatives that promote the Sacramento region and support the local economy.

Reporting to the Director of Events, this position is responsible for maintaining project timelines and documentation, coordinating event-related administrative and financial processes, tracking deadlines and deliverables, and supporting event planning and execution. The Events Specialist works closely with internal departments, vendors, partners, and contracted event professionals to ensure projects remain organized and event needs are addressed efficiently.

This position requires a proactive, detail-oriented individual who takes initiative, independently manages assigned responsibilities, and works collaboratively to support the success of the team.

Essential Functions (Duties/Responsibilities)

Administrative & Project Coordination

- Maintain event calendars, planning documents, and shared resources while proactively tracking project deadlines, assignments, and deliverables across multiple events.
- Coordinate follow-ups with internal teams, vendors, and contractors to ensure projects remain on schedule.
- Schedule meetings, prepare agendas, document action items, and communicate next steps.

Budget & Financial Coordination

- Assist with maintaining event budgets by receiving, reviewing, and submitting vendor invoices for payment processing.
- Coordinate with Accounting to track outstanding invoices, deposits, and payments.
- Manage timely billing follow-ups and assist with post-event expense reconciliation.

Event Planning & Logistics

- Support the planning and execution of events by independently coordinating assigned logistics, including rentals, signage, supplies, credentials, transportation, parking, staffing, and other operational needs.
- Develop and maintain event timelines, production schedules, checklists, and operational documents in collaboration with the Director of Events and assigned contractors.
- Coordinate assigned vendors and partners, serving as the primary contact for communications, quotes, agreements, required documentation, and deliverables, escalating decisions as needed.

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- Assist with site visits, vendor walkthroughs, permitting, insurance requirements, and deliveries.

Event Execution & Team Support

- Provide on-site support during event setup, execution, and breakdown, including coordination of staff, volunteers, registration, vendors, and event logistics.
- Maintain event supplies, equipment inventory, and storage.
- Support sponsorship fulfillment, cross-departmental coordination, and post-event reporting.
- Coordinate assigned event components and activations, and support additional special projects as needed.

Qualifications — Skills and Abilities (Required/Preferred)

- Excellent organizational, time-management, and multitasking skills, with the ability to manage competing deadlines.
- Strong written and verbal communication skills and ability to maintain positive relationships with vendors, partners, and internal teams.
- Ability to work independently and collaboratively, take initiative, anticipate needs, and follow responsibilities through to completion.
- Strong attention to detail, problem-solving skills, and sound judgment regarding when to escalate decisions.
- Proficiency in Microsoft Office and project management systems; Monday.com experience preferred.
- Ability to adapt to changing priorities and work in a fast-paced event environment.
- Availability to work evenings, weekends, holidays, and extended hours as required.

Education and Experience (Required/Preferred)

- Degree in event management, hospitality, communications, business, or equivalent professional experience required.
- Two or more years of experience in event coordination, event operations, hospitality, project coordination, or a related field preferred.
- Experience using project management tool preferred.
- Experience with vendor coordination, event logistics, budgets, and invoice processing preferred.

Physical Requirements:

Employees may experience the following physical demands for extended periods of time:

- View computer monitors

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- Must be able to remain in a stationary position for long periods of time
- Standing and/or walking for events, meetings, etc.
- Ability to lift up to 40 lbs.
- Travel to other locations to represent Visit Sacramento (i.e., events, educational conferences, etc.)

Work Environment:

Work is typically performed in a corporate office environment, though also requires work outside of the office and/or outdoors on location for community and company events.

The above information in this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees in this job.

Visit Sacramento is an Equal Opportunity Employer:

As an Equal Opportunity Employer, we are committed to creating a diverse and inclusive company culture, and that our team does not discriminate against candidates and employees regardless of age, race, color, religion, gender, sex, sexual orientation, gender identity and/or expression, national origin, veteran, disability status, or any other characteristic protected by federal, state or local law. In addition, Visit Sacramento will provide reasonable accommodation for qualified individuals with disabilities.

We believe every member of our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and to discover, design and deliver solutions.

Acknowledgement:

I have reviewed this Job Description, been given a copy and agree it is an accurate representation of the responsibilities of my job.

I understand that as Visit Sacramento business needs change, my job description may change. I, therefore, understand that I may be asked to perform duties, activities and assume responsibilities that are not listed in the Job Description.

Employee Date

CC: Employee
Supervisor
HR File