

**City of Grass Valley  
JOB DESCRIPTION**



**Pop-Ups Coordinator**

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**Department: Administrative Department**

**FLSA Status: Non-Exempt**

**Reports To: City Manager or their designee**

**Unit: TBD/Part-Time**

**Adopted:**

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**SUMMARY OF JOB PURPOSE**

Working under the City Manager or their designee, the Pop-Ups Coordinator (Coordinator) plans and implements a year-round calendar of small Pop-Ups for the City. Pop-Ups are small, short events typically less than 2 hours in length (not including setup or takedown), small in size (less than 400 sf of total area), and/or both benefiting the downtown merchants and the community. The position collaborates with the Grass Valley Downtown Association, the Greater Grass Valley Chamber of Commerce, and the Center for the Arts to create the theme and brand of each pop-up as well as define the purpose, and outcomes for gatherings as well as effectiveness. This position handles all aspects of pop-up planning from production, coordinating communications, overseeing logistical details, and creating and monitoring budgets to support merchants in small pop-ups to help stimulate business.

This classification is assigned to specific functional areas; duties and assignments may overlap depending on the operational needs of the department and staffing levels.

**SUPERVISION RECEIVED AND EXERCISED**

Under the overall direction of the City Manager or their designee, direct supervision is provided by the City Clerk. The incumbent exercises no supervisory responsibilities.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Manage the overall development, planning, and coordination of pop-ups.
- Negotiate terms and conditions of contracts.
- Oversee contracted pop-up labor/personnel/volunteers.
- Ensure that appropriate branding and messaging objectives are met, and provide information for the website, promotional literature, and social media.
- Develop and maintain a timeline for pop-ups duties.
- Develop budgets, pop-up layouts, and operational needs.
- Work with vendors, volunteers, community groups, and other City departments to further pop-ups objectives.

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This job description indicates in general the nature and levels of work, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the incumbent. Incumbent may be asked to perform other duties as required. The City of Grass Valley is an EQUAL OPPORTUNITY EMPLOYER.

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- Write, edit, and produce scripts for pop-ups productions (i.e. flyers, posters, media releases, etc.).
  - Prepare requisition for supplies and equipment related to pop-ups production.
  - Oversee procurement of supplies and equipment related to a pop-up production.
  - Assist with special events (GVDA, Greater Grass Valley Chamber, Center for the Arts, etc.)
  - Identify, and recruit performing artists.
  - Research grant funding and sponsorship opportunities.
  - Assist with RFPs and RFQs for contracts related to pop-ups.
  - Perform related duties as assigned.

**OTHER DUTIES AND RESPONSIBILITIES**

- Coordinate pop-ups with departments.
- Adapt to changing technologies.
- Work as a team member.
- Follow oral and written instructions.
- Perform all work and activities in a safe manner.
- Communicate clearly, concisely, and effectively, both orally and in writing.
- Maintain cooperative working relations with the general public, GVDA, Greater Grass Valley Chamber, Center for the Arts, etc.

**KNOWLEDGE OF**

- Communications: Techniques and methods of communication, including alternative ways to inform via written, oral, and various other media.
- Project Management: How to employ effective techniques to plan pop-ups, as well as prepare work plans to address long-term goals and needs.
- Marketing: Principles and methods involved in advertising/promotions
- Office Software: Current word processing, presentation, spreadsheet, and database programs used by the City; particularly, the Microsoft Office Suite, One Drive, and Teams.

**SKILLS AND ABILITIES IN**

- Written and Oral Expression: Communicating information and ideas in writing, as well as through speech, so others will understand.

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- **Budget Management:** Developing plans and budgets; and comparing them against actual activity.
  - **Multi-tasking:** Managing multiple projects at the same time.
  - **Cooperation:** Establishing and maintaining positive working relationships with others.
  - **Negotiation:** Bringing others together to reconcile differences.
  - **Creativity:** Developing innovative ideas and identifying creative pop-up types of events
  - **Interpreting and complying with provisions of applicable codes, ordinances and regulations enforceable by the City.**

**QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

**Education and Experience:**

Any combination of education and experience that would demonstrate the knowledge, skills and abilities as outlined above is qualifying. A typical way to obtain the knowledge and skills is:

1. Equivalent to an Associate Degree but a Bachelor's Degree is preferred from an accredited college or university with major course work in Public Relations; Marketing; Parks and Recreation Management; Parks, Recreation, and Sport, or a closely related field.  
And
2. At least two (2) years of relevant experience.

**Certificates, Licenses, Registrations**

Must have a valid Class C California Driver's License with an acceptable driving record.

*Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.*

**LANGUAGE SKILLS**

Ability to read, write, and communicate in English at a level required for successful job performance.

**MATHEMATICAL SKILLS**

Ability to use and understand basic mathematical concepts such as: adding, subtracting, multiplying, dividing, simple fractions, and percentages.

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**REASONING ABILITY**

Ability to understand and carry out instructions furnished in written, oral, or diagram form; analyze and resolve problems involving circumstances and/or pop-ups using standardized methods or procedures.

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job the employee is regularly required to stand, walk, sit, drive, use hands and fingers, handle or feel, reach with hands and arms, grasp, hold, and manipulate tools, and talk and hear. The employee is occasionally required to climb, balance, stoop, kneel, crouch, or crawl and must frequently lift and/or carry up to 25 pounds alone, and up to 50 pounds with assistance. Hear in the normal audio range with or without correction specific vision ability required by this job includes close vision, color vision, peripheral vision, depth perception, and the ability to adjust focus with or without ocular aids. The employee must be able to work in variable temperatures and weather conditions and have the ability and willingness to work around and tolerate unpleasant odors and objectionable substances common to the field.

**WORKING ENVIRONMENT**

While performing the duties of this job the employee is regularly exposed to outside conditions, wet and/or humid conditions, rain, snow, and heat; moving mechanical parts; fumes or airborne particles and toxic or caustic chemicals. The employee is occasionally exposed to the risk of electrical shock and vibration, and the noise level in the work environment is usually loud.

**GENERAL**

The City reserves the right to revise or change classification duties and responsibilities as the need arises. This description does not constitute a written or implied contract of employment.

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I have read and understand the contents of this job description, and I have received a copy of this job description for my records.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_