



# Events & Culture Manager

## Department of Arts, Business and Culture

| SALARY            | TYPE     | SCHEDULE                                               | DATE POSTED | BENEFITS      |
|-------------------|----------|--------------------------------------------------------|-------------|---------------|
| \$58,793-\$63,640 | Fulltime | M-F 8:30-4:30<br>other times as required<br>for events | 10/19/2026  | Full benefits |

### DEPARTMENT PROFILE

The Arts, Business & Culture Department is responsible for fostering Salisbury's thriving economic climate through supporting business, expanding economic opportunity, promoting artistic expression, hosting unique experiences, and maintaining regional attractions such as the Poplar Hill Mansion. By producing signature events, facilitating business incentives, and collaborating with stakeholders, this department strives to make Salisbury a place where arts, business and culture intersect and flourish.

### POSITION PROFILE

Under the general direction of the Director of the Arts, Business and Culture Department, the Events & Culture Manager oversees and executes special events, ribbon cuttings, facility rental administration, placemaking, and other city cultural initiatives. In partnership with the Economic Development Manager, collaborates with the communications team in the development of marketing and branding strategies for the department.

### EDUCATION/EXPERIENCE

Bachelor's Degree in Business Management, Tourism, Event Planning Parks & Recreation Management or a similar field, preferred

At least 3 years of experience in cultural programming or event planning and/or related field.

### REQUIREMENTS / CERTIFICATIONS

Valid Driver's License

Strong leadership and team management skills

Excellent organizational, communication, and problem-solving skills

Ability to work evenings, weekends, and holidays as required by event schedules

### HOW TO APPLY

1. Visit [Salisbury.md/apply](https://salisbury.md/apply)
2. Submit City Application, Cover Letter, and Resume

The City of Salisbury is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, protected veteran status, or disability status.

*Capital of the Eastern Shore*



## City of Salisbury, MD

### Classification Description

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Classification Title: Events & Culture Manager

Grade: M3

Department: Arts, Business, Culture

FLSA Status: E

Date: 10/15/2026

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**Position Profile:** Under the general direction of the Director of the Arts, Business and Culture Department, the Events & Culture Manager oversees and executes special events, ribbon cuttings, facility rental administration, placemaking, and other city cultural initiatives. In partnership with the Economic Development Manager, collaborates with the communications team in the development of marketing and branding strategies for the department.

#### **Duties and Responsibilities**

**Administration/Project Management:** – Initiates and manages projects to completion. Delegates tasks and responsibilities effectively; Holds team accountable for actions and provides support when necessary.

- Manages the city events calendar, including on the Downtown Salisbury website.
- Manages booking software and processes for facility rentals and special events.
- Provides management, leadership and oversight in planning, coordinating, evaluating and administering special events and facility rentals.
- Leads planning meetings for internal and externally generated events, coordinating resources of Field Operations, Communications, Public Safety, outside event organizers and vendors.
- Coordinates press releases, social media and website content with Economic Development Manager and city communications team.
- Assists in the development of branding, marketing and fundraising materials.
- Implements plans for event and site services and support systems for special events by coordinating with outside vendors.

**Skills Proficiency/Flexible Capability:** Ability to develop and adapt skills and processes to complete assignments.

- Oversees the planning and execution of all special events; requiring a highly organized and detail oriented individual.
- Develops event concepts, timelines, budgets, and logistics plans, ensuring cost effective operations.
- Prepares reports for the Director and City Administrator and other officials regarding departmental strategies and initiatives.
- Assists with the creation of legislation to improve the functionality of the Department

and its ability to deliver services.

- Collaborates with Economic Development Manager to recruit, expand and retain sponsors and donors.

**Leadership/Asset Builder:** Leverages the strengths of others to achieve common goals and position team for growth and stability.

- Supervises event staff and volunteers.
- Builds and maintains relationships with local businesses, sponsors, artists, and cultural organizations.
- Collaborates with the leadership teams of other city departments and community stakeholder groups to progress the goals and mission of the department.

**Stewardship/Systems:** Improves work methods, procedures and team dynamics to increase productivity. Eliminates unnecessary activities.

- Assists with development and manages the department's events budget.
- Maintains inventory of A/V supplies and event support equipment.
- Monitors, reviews and reports on financial transactions and budget targets.
- Ensures compliance with city, county, and state policies, permits, and safety regulations.

**Development/Staff Development:** Participate and provide opportunities to engage in professional development.

- Engage in professional development and other City initiatives that will help recruit and retain special events.
- Works on improving leadership skills by attending relevant meetings and trainings.

#### **Performance Expectations**

- **Communication:** Articulates thoughts and ideas clearly and effectively to exchange information. Listens to others and provides useful feedback.
- **Work Ethic:** Demonstrates personal accountability, effective work habits, integrity and ethical behavior.
- **Teamwork:** Works well as a part of a team through respectful and collaborative relationships with colleagues, customers, affiliates and stakeholder groups.
- **Problem Solving:** Improves, designs, refines, finds and invents criteria to combine in order to resolve problems. This combines creative and critical thinking.
- **Initiative:** Determines what needs to be done and acts on it. Takes charge before others do and/or without being instructed

#### **Education and Experience**

- Bachelor's Degree in Business Management, Tourism, Event Planning Parks & Recreation Management or a similar field, preferred.
- At least 3 years of experience in cultural programming or event planning and/or related field.

#### **Certificates, Licenses, Registrations, and Skills**

- Valid Driver's License

- Strong leadership and team management skills
- Excellent organizational, communication, and problem-solving skills
- Ability to work evenings, weekends, and holidays as required by event schedules

**Physical Requirements**

- Work requires occasional physical effort in the handling of materials up to 50 pounds and/or continual standing or walking 60%+ of the time.
  - Work environment involves everyday risks or discomforts which require normal safety precautions typical of such places as offices or meeting and training rooms, e.g., use of safe work place practices with office equipment, avoidance of trips and falls, and observance of fire and building safety regulations.
  - May require working in adverse weather conditions. Work requires no unusual demand of physical effort.
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The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.