



505 Commonwealth Avenue Erlanger, KY 859-727-2525

Memo

To:	Peter Glenn, CAO
From:	Mark Collier, Director of Economic Development/ACAO
Date:	5/15/2025
Re:	Job Descriptions: Community Engagement Coordinator/Events Planner

Overview

As Erlanger's events and community initiatives have grown in both scale and visibility, the City is implementing a strategic staffing realignment to ensure long-term sustainability, improved coordination, and expanded community impact. This plan retains the current part-time Events Planner, creates a new full-time Community Engagement Coordinator position, and places both roles under the Economic Development Department.

Purpose and Justification

Meeting Growing Demand

The volume, scale, and expectations for community events and programs have increased. A single part-time position is no longer sufficient to manage these efforts while continuing to grow and evolve our city's presence and impact.

Scalable and Sustainable Model

The new Community Engagement Coordinator will take the lead on recurring programs, neighborhood outreach, and smaller-scale initiatives, while the Events Planner continues to focus on larger, city-branded events. Together, this team will create a balanced, year-round engagement strategy.

Promoting and Marketing Events More Effectively

Seamless, consistent promotion of city events is critical. By integrating both roles under the Economic Development Director—who also oversees the City’s marketing efforts—Erlanger will ensure that events are strategically marketed to drive visibility, attendance, and community pride.

Organizational Realignment

Alignment with Economic Development Strategy

Events, programs, and marketing are increasingly central to quality of life, talent attraction, and regional competitiveness. Reporting to the Economic Development Director ensures strategic alignment across all initiatives—from placemaking to public relations.

Efficient Communication and Coordination

By centralizing engagement and marketing under one department, the City will increase coordination, reduce duplication of effort, and deliver a more polished and professional public presence.

Succession Planning and Continuity

Knowledge Transfer and Capacity Building

The Community Engagement Coordinator will work closely with the Events Planner to absorb institutional knowledge and ensure continuity. This creates resilience, supports succession planning, and allows the City to maintain momentum even during transitions or future staff changes.

Strategic Investment

This staffing model is a forward-looking investment that positions Erlanger to expand its community reach, market itself more effectively, and deliver consistent, high-quality experiences that contribute to economic growth, civic pride, and regional relevance.

Contact

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