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COMMUNICATIONS AND MARKETING JOB FAMILY – SPECIAL EVENT COORDINATOR

JOB FAMILY CONCEPT: The Communications and Marketing job family provides information dissemination. Roles in this family are responsible for marketing the university, public relations strategies, media releases, communications and media production, printed and electronic publications, social media, and coordinating special events. The communications and marketing function includes the support, coordination, production, and management of written, visual, and digital marketing and communications.

SPECIAL EVENT COORDINATOR

The Special Event Coordinator has the sole responsibility to lead the event from conception to clean up. This position designs events, manages, coordinates, researches, and implements special events on and off campus.

SPECIAL EVENT COORDINATOR 1

Typical Functions

- Plans the design, appearance, presentation, and details of events based on set parameters.
- Plans and coordinates production details and timelines.
- Develops budgets, makes financial decisions and commitments.
- Manages deadlines, tracks progress, and ensures event stays on track.
- Negotiates venues and vendors for each event.
- Oversees logistical details of events such as invitations, catering orders, hotel rooms, transportation, audio and visuals equipment, guest registration, speakers, security, parking, and clean-up.
- Ensures the event takes place smoothly.
- Serve as a liaison between staff, faculty, visitors, and community representatives.
- Provides work direction to students and staff working events; may supervise staff; may be responsible for hiring, and training event staff.
- May identify future and potential events.

Complexity and Decision Making Authority

Plans and carries out events on set parameters. Responsible for making event decisions and carrying out details independently. Develops budgets and commits funds and enters into event contracts.

Knowledge, Skills, and Abilities

Knowledge of planning and organizing events. Knowledge of hospitality and etiquette. Knowledge of university style and communication standards. Microsoft Office skills. Attention to detail skills. Ability to communicate effectively both verbally and in writing. Ability to be flexible and creative while meeting strict deadlines.

Education/Experience

High school diploma and one year relevant experience, or an equivalent combination of education, training and experience.

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SPECIAL EVENT COORDINATOR 2

Typical Functions

- Plans and executes events independently for medium-sized university/institute/campus-wide events or events with broad-reaching external impact.
- Develops and maintains budgets for events.
- Plans and coordinates production details and timelines.
- Manages deadlines, tracks progress, and ensures event stays on track.
- Negotiate venues and vendors for each event.
- Manages logistical details of events to ensure timeliness.
- Ensures the event takes place smoothly.
- Researches industry trends for new creative ideas.
- Develops and maintains metrics on effectiveness of event.
- Serve as a liaison between staff, faculty, visitors, and community representatives and cultivates relationships with clients and vendors.
- Oversees and trains staff and volunteers for events; manages on-site guests and participants; may supervise staff.
- Identifies policy improvement and makes effective recommendations
- Develops procedures and protocols for events and use of space.

Complexity and Decision Making Authority

Analyzes complex problems and develops solutions. Determines best way to communicate to audience using the most effective method. Work assignments generally have a highly visible profile, scope, and impact.

Knowledge, Skills, and Abilities

Advanced understanding of planning and organizing current and future events. Knowledge of hospitality and etiquette. Knowledge of university style and communication standards. Microsoft Office skills. Attention to detail skills. Ability to communicate effectively both verbally, visually, and in writing. Ability to be flexible and creative. Ability to delegate responsibilities. Ability to manage client expectations. Ability to lead teams. Ability to stay calm in stressful situations. Ability to multitask.

Education/Experience

High school diploma and three years of relevant experience, or an equivalent combination of education, training, and experience. Bachelor's degree in relevant field preferred.

SPECIAL EVENT COORDINATOR 3

Typical Functions

- Plans the designs, appearance, presentation, and details of large scale, major, wide-impact events.
- Manages large-scale events and relations that may consist of multiple components with internal/external clients; works with high level contacts such as dignitaries, elected and appointed officials.
- Leads the planning and execution of wide-impact events.

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- Manages and oversees the design, appearance, presentation, themes and details of the most complex and highest priority events.
- Develops strategic plan for events and designs events to produce desired outcomes that contribute to the overall goals of the university.
- Oversees budget and contract decisions for events.
- Writes and edits scripts, talking points and stage directions.
- Ensures cultural and university customs and protocol are observed.
- Works with campus partners on safety and security goals and plans for major events.
- Cultivates and manages relationships with clients and vendors and acts as primary liaison between staff, faculty, visitors, community representatives, and university leadership.
- Identifies policy improvements and makes effective recommendations. Sets procedures and protocol for events.
- Stays abreast of industry trends and sets creative tone for events.
- Supervises staff; hires and train staff and volunteers for events.

Complexity and Decision Making Authority

Knowledge, Skills, and Abilities

Expert knowledge of social and business etiquette, Advanced knowledge of protocol in academic setting including ceremony, traditions and cultural customs. Knowledge of budgeting and financial policies and procedures. Advanced knowledge of Microsoft Office suite. Relationship management skills. Writing skills. Advanced problem-solving skills. Ability to collaborate with and advise university leaders and distinguished guests. Ability to react quickly, change directions or diffuse issues. Ability to effectively build and maintain relationships. Ability to remain calm and professional in stressful situations. Ability to manage staff and delegate work. Ability to effectively manage complex details of numerous events and projects.

Education/Experience

High school diploma and five years of progressively responsible experience in a relevant area, or an equivalent combination of education, training and experience. Bachelor's degree in relevant field preferred.