UNIVERSITY OF RHODE ISLAND  
Position Description

TITLE: Director, Public Programming and Special Events

DIVISION: Office of the President

REPORTS TO: Chief of Staff

GRADE: 14

SUPERVISES: Public Programming and Special Events Professional and Support Staff

BASIC FUNCTION:

Under the direction of the Chief of Staff, manage the department’s professional staff, support staff and day-to-day operations. Plan, organize and execute high quality University-wide public programs, University protocol events and other events that serve to enhance the University’s image among its primary external stakeholders including alumni, friends, parents, local officials, the state legislature, state leaders, opinion makers, the media and business community. Develop programs to provide positive on-campus experiences for University guests and visitors. Assist in the development and execution of University-wide and department-based programming designed to bolster the image of the institution among stakeholders.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Plan, organize and implement the University-wide public programs including commencement.

Plan, organize and execute University commencement, protocol events, including new building dedications, facility rededications, groundbreakings, major university anniversaries, and visiting dignitary events.

Plan, design, organize and facilitate the President’s entertaining at on-campus and off-campus sites.

Manage staff, public programs, special events and projects that bring positive public awareness and attention to the University’s mission and vision.

In concert with the Chief of Staff, set priorities for Public Programming and Special Events.

Be proactive and creative in developing new programs and events on behalf of the University.

Develop messaging for all programs and events as appropriate.
Recruit, train and manage volunteers for select programs, projects and events.

Develop, support and manage a special events concierge service for the campus community in support of the events requirements of executive leadership, academic leadership, faculty and staff.

In collaboration with the Chief of Staff, develop and implement high profile events in support of advancing the University’s mission and strategic objectives.

Provide effective leadership, management and supervision for all staff in Public Programming and Special Events. Develop an environment of collegiality and innovation.

In concert with the Chief of Staff, develop metric-based, long-range and annual department plans to focus on raising the University’s public profile.

Monitor the success toward fulfilling established annual goals and objectives. Provide quarterly reports and an annual report.

Develop an annual budget in support of the department’s goals and objectives. Manage and monitor the budget.

OTHER DUTIES AND RESPONSIBILITIES:

Assume other duties as assigned by the Chief of Staff.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers and word processing, database management and spreadsheet software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor’s degree in communications, college student personnel, marketing or business; minimum of seven years of professional public programming and/or special events management, specifically in higher education; minimum of three years’ experience managing formal volunteer committees; minimum of three years’ experience training and supervising staff, student assistants, and volunteers; demonstrated ability to generate revenue for public programs and events through sponsorships and ticket sales; demonstrated experience working with diverse constituencies; demonstrated ability to plan, organize and implement multiple small to large-scale programs and events simultaneously; demonstrated strong interpersonal skills; demonstrated strong writing and public communication skills; demonstrated experience with budget development and management; demonstrated ability to work in a fast-paced, team-oriented environment; demonstrated experience planning and implementing successful global events and visits; demonstrated strategic planning experience; proven ability to provide strategic perspectives to colleagues, staff and others; demonstrated strong management skills; demonstrated experience fostering a team-focused environment encouraging collaboration.

Preferred: Master’s degree in communications, college student personnel, marketing or business.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.