

Job Code 101527
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Developed by:PSG KC
Reviewed by:.....DLJ
Approved by:.....LK
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UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Assistant Director, Conference Services
DIVISION: Student Affairs (Dining)
REPORTS TO: Director of Dining and Retail Food Services
GRADE: 14
SUPERVISES: Professional support staff, interns, and students

BASIC FUNCTION:

Promote and manage the conference services program for the University of Rhode Island, Kingston Campus. Coordinate, plan, and execute high-quality events for affiliated and non-affiliated University groups.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Direct the University's effort to maximize income and exposure through the rental of facilities and services to conference and community groups.

Serve as the primary contact for affiliated and non-University events. Develop and oversee preparation of proposals and contracts. Advise clients on event logistics, accommodations, menus, budget, timelines, and other proper protocols.

Collaborate closely with campus partners in Housing and Residential Life, Dining, Facilities, Classroom Media Assistance, Public Safety, Campus Recreation, Athletics, Health Services, and others to strategically plan events that will advance the University's mission, vision, values, and strategic objectives.

Organize and execute a complete marketing strategy, promoting the availability of University facilities and services for special functions and conferences to outside entities and the campus community.

Develop marketing and communication materials that align with the University's priorities across multiple platforms, including digital and print media.

Develop and implement a conference strategy that includes fee structures with auxiliary enterprise directors and others that supports the overall mission of the University.

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Supervise budget preparation, pricing of services, control of expenditures and generation of sufficient revenue to support the mission of the conference office.

Promote a strong culture of customer service and teamwork for the office.

Provide support to Dining Services through assistance in coordinating and communicating statistical data regarding guests coming onto campus that will use dining venues by collaborating with the Catering Manager and Access Information Manager, as well as managers specific to the venues.

Provide effective leadership, management, and supervision for conference office staff.

OTHER DUTIES AND RESPONSIBILITIES:

Perform other duties as assigned by supervisor.

LICENSES, TOOLS AND EQUIPMENT:

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

ENVIRONMENTAL CONDITIONS:

The incumbent is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree in marketing, communications, hotel management, business management or related field; Minimum of five years of direct experience promoting and managing conferences and/or special events; Demonstrated sales and marketing experience; Demonstrated fiscal management experience; Demonstrated program development and program implementation experience; Demonstrated experience creating marketing strategies across multiple platforms (i. e., digital and print); Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated ability to work with diverse groups/populations; Demonstrated ability to coordinate multiple events simultaneously in a fast-paced, team-oriented environment (i.e., planning, organizing, and implementing); Demonstrated experience fostering collaborations with diverse agencies (i.e., conference clients, community groups, campus community); Demonstrated ability to interpret institutional policies, plans, objectives, rules and regulations and communicate the interpretation to others; and, Demonstrated supervisory experience.

PREFERRED: Certified Meeting Professional (CMP) and/or Certified Special Events Professional (CSEP); and, Minimum of five years of direct experience promoting and managing conferences and/or special events at an institution of higher learning.

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