

Class Code:.....0590
Position #:(NUNC) (E)
Developed by:.....SG
Reviewed by:.....DLJ
Approved by:.....DLJ
Date:.....4/16

UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Associate Director, University Events
DIVISION: President's Office
REPORTS TO: Director, University Events
GRADE: 12
SUPERVISES: Professional Support Staff, Interns and Student

BASIC FUNCTION:

Conceptualize, plan, and execute high quality University-wide events, protocol events and other events that serve to enhance the University's image among its primary external stakeholders. Assist with managing departmental professional staff, interns, and student employees. Oversee the daily operations of the department and ensure adequate resources are supplied for staff to successfully perform and reach strategic goals set in place by the Director. Assist with budget management, policy implementation, marketing, and fundraising.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Plan, organize and execute University-wide public and protocol events, including new building dedications, facility rededications, groundbreaking, major university anniversaries, Commencement and visiting dignitary events.

In concert with the Director of University Events, set departmental goals, objectives, and priorities for all programs and events.

Under the direction of the Director of University Events, supervise professional staff members, interns and student employees, providing effective leadership, management, and supervision.

In accordance with the Director of University Events, develop best practices, policy, and guidelines and ensure that resources needed to accomplish team goals are provided. Maintain and manage the University Events Manual and conduct performance evaluations.

Compile, analyze and present reports, as designated by the Director of University Events, including budget analysis and the annual Management Report.

Review, manage, and assign submitted Event Requests providing varying levels of service to the campus community from producing entire events to consultation advice.

Work with the Director of University Events to develop marketing and communication strategies that align with the University's priorities across multiple platforms, including Word Press, print, and social media.

Initiate meetings with clients, stakeholders, and committees to strategize and define event and fundraising objectives, including, but not limited to budget, program message, logistics, target audience, and speaking programs.

Solicit corporate support, sponsorships, and auction items for fundraising events.

OTHER DUTIES AND RESPONSIBILITIES:

Perform other duties as assigned.

LICENSES, TOOLS AND EQUIPMENT:

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

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree from an accredited college or university in communications, marketing, business, public relations, or related field; Minimum of five years of professional experience in event planning, including specific experience planning major higher education or non-profit organization special events; Demonstrated experience creating marketing strategies across multiple platforms, including electronic, print, and social media; Demonstrated experience supervising professional staff members, leading committees, developing and managing large budgets, and creating strategic plans; Demonstrated experience in major event sponsorship solicitation and fundraising initiatives; Demonstrated ability to plan, organize, and implement multiple small to large-scale events and programs simultaneously in a fast-paced, team-oriented environment; Demonstrated experience working with diverse constituencies/groups/populations; and Demonstrated experience with Microsoft Office applications (Word, Excel, and PowerPoint) and social media.

PREFERRED: Demonstrated experience in two or more of the following areas: alumni affairs, development, public affairs, marketing or public relations; and Demonstrated ability to represent the University with both internal and external stakeholders, including vendors, community officials, and local businesses.

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