

Job Code 100626
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Developed by:..... KC
Reviewed by:.....DLJ
Approved by:.....LK
Date: 07/19

UNIVERSITY OF RHODE ISLAND

**Position
Description**

TITLE: Manager, Conferences and Special Program Development
DIVISION: Student Affairs
REPORTS TO: Assistant Vice President for Student Affairs, Director of HRL
GRADE: 14
SUPERVISES: Professional support staff, interns and students

BASIC FUNCTION:

Promote and manage the conference and special events program for the University of Rhode Island, Kingston Campus. Coordinate, plan, and execute high-quality events that serve to support the mission of the University.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

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

Maintain a strong attention to detail, deep dedication to customer service, and a team approach to work.

Provide effective leadership management and supervision for conference office staff.

OTHER DUTIES AND RESPONSIBILITIES:

Perform other duties as assigned by the Assistant Vice President for Student Affairs, Director of HRL.

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 in promoting and managing conferences and/or special events at a University; Demonstrated experience in sales and marketing and fiscal management; Demonstrated experience in program development and program implementation; Demonstrated experience creating marketing strategies across multiple platforms, including 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 plan, organize and implement multiple small to large-scale events simultaneously in a fast-paced, team-oriented environment; Demonstrated experience fostering partnerships and collaborations amongst 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.)

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