



Position Description

Classification Title:	Event Director
Working Title:	Director of Conference and Event Services
Supervisor's Working Title:	Vice Chancellor for Student Affairs
Hours/Shift:	Full Time
Department:	Conference and Event Services
Supervisory Position:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Employee Category:	Limited
FLSA Status:	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-exempt
Date Created/Updated:	
Position of Trust:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (Defined as: Having access to vulnerable populations, property access, financial/fiduciary duties, and all executive positions)
Position of Trust with Access to Vulnerable Populations:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (Defined as: Position requires unsupervised or significant access to minors, under the age of 18 who are <u>not</u> enrolled or accepted for enrollment at a UW System Institution, and medical patients)

Position Summary

The Conference and Event Services Director is responsible for the day-to-day operations and year-round logistical coordination of the University of Wisconsin – Stevens Point’s conference internal and external events. The individual has primary responsibility for directing external marketing and rental of facilities, as well as coordination of scheduling and logistics for both external and internal summer camps, conference, workshops and events. This is a fulltime, 12-month position. The individual will actively market University of Wisconsin – Stevens Point’s facilities, securing future conference, events, and summer camp business. The Conference and Event Services Director reports to the Vice Chancellor for Student Affairs. This position will also work closely with the Vice Chancellor for Business Affairs for revenue targets and strategic goals.

Primary Responsibilities:	% of Time Spent
A. Responsibility Title (<i>Group like duties under one type of Title. Title examples: Administration, Clerical, Supervision/Leadership, General Payment Services, etc.</i>)	
<u>Program: 40%</u> <ul style="list-style-type: none"> • Develops and implements a comprehensive conference/summer camps/events marketing plan to attract external clientele to the University of Wisconsin–Stevens Point • Works with campus community and external clients to schedule all conference and events needs 	

- Provides a high level of customer service in all interactions
- Communicates and resolves problems effectively in a timely manner with event organizers
- Oversee the on-site coordination of conference details before and/or during the event to ensure high quality services. Coordinates and works with various university departments to execute events
- Participate in annual reviews with conference and events clients to determine satisfaction levels and address/recommend changes to improve delivery of service
- Fosters and maintains contacts with a wide array of vendors to ensure consistent delivery of needed goods and services for conference and event programs The Director must be available to work evenings and weekends as needed

Administrative: 20%

- Negotiate contracts and insurance requirements, monitors compliance with all relevant policies for conferences and events
- Manages events and prioritizes and schedules work
- Responsible for the administration and management of the event management system.

Leadership and Human Resources Management: 20%

- Supervises staff members
- Conduct interim and annual performance reviews of supervised personnel
- Manage the recruitment, evaluation, scheduling and training of staff members, including in-service and skills training

Budgeting, Financial Management and Control: 15%

- Responsible for the development and management of department finances
- Develops sales projections, establishes chargeable rates for external and internal services (in conjunction with Business Affairs Division)
- Monitors and analyzes cost projections

B. Miscellaneous Projects 5%

- Performs other duties as assigned.

Qualifications – Knowledge, Skills, and Abilities:

Preferred Knowledge, Skills, and Abilities

- Bachelor’s degree preferred
- Three (3) years of related experience in marketing, sales or event management or significant management or sales experience in conference and event management or hotel and resort management or equivalent
- Ability to plan, initiate, and manage challenging logistical situations

- Ability to work independently while maintaining excellent interaction and communication with diverse internal and external constituencies
- Proven customer service interpersonal/human relations skills
- Experience with event management reservations software
- Experience with scheduling software
- Prior experience in marketing and event management in a higher education setting
- General knowledge of contracts, requests for proposals and prime vendor contracts

Physical Effort/Demands:
<ul style="list-style-type: none"> • Sitting • Standing • Walking • Lifting your arms above your head to reach high, possibly difficult, areas • Kneeling • Squatting • Stooping • Frequently lift 1 – 10 pounds • Occasionally lift 15 pounds
Equipment Operated:
<ul style="list-style-type: none"> • Various computer systems and/or software, calculator, fax machine, office copier, telephone, and other electronic office devices
Working Environment:
Working environment conditions will vary based on event specifics, attendees, vendors, etc.

This position description should not be interpreted as all inclusive. It is intended to identify the major responsibilities and requirements of the job. The incumbents may be requested to perform job-related responsibilities and tasks other than those stated on this description.

This position description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the position change.

UW-Stevens Point is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the University will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Employee Name

Date

Employee Signature

Date

Supervisor Name

Date

Supervisor Signature

Date