



JOB TITLE: DIRECTOR OF EVENT OPERATIONS

Classification: Administrator
Salary Range: 8

Retirement Type: PERS*
Board Approved: August 20, 2018

BASIC FUNCTION:

The Director of Event Operations serves as the first point of contact in planning and executing events. Partners with teams of people and provides direction and/or access to resources to ensure successful events. Manages event planning including the preparation of work orders and site inspections. Facilitates timely communications regarding event logistics to all relevant campus departments. Creates and implements systems for reviewing event profitability, while monitoring expenses and maximizing revenue. This position reports to the Vice President of Administrative Services.

REPRESENTATIVE DUTIES:

Leads teams of people assigned to an event. Provides direction and resources to ensure clarity of roles and successful campus event operations. Collaborates with other department supervisors and/or external vendors to schedule and plan work assignments based on event staffing needs and other requested services. Ensures adequate staffing, space, facilities, and other services as needed. Builds and maintains collaborative working relationships with internal and external partners including District labor groups to ensure compliance with labor contract provisions.

Works closely with the President and Cabinet to improve marketability and profitability of campus events and facilities. Researches, identifies, and capitalizes on business opportunities (i.e., advertising agencies, filming companies, regional athletic events, conferences, etc.) Pursues opportunities to increase and maximize College event revenues. Monitors customer preferences to solicit new or continuing business for the College and market opportunities to expand client pool.

Meets with prospective and current clients. Conducts tours of campus facilities. Addresses questions and provides solutions to clients' concerns and issues. Addresses client needs and makes suggestions regarding equipment, facilities, and other services. Provides excellent customer service and seeks to improve customer satisfaction to create customer loyalty.

Prepares proposals for provision of services and rental of campus property. Determines price schedules and discount rates that maximize revenues and are consistent with applicable laws and District policies. Negotiates contracts within pre-established pricing parameters. Prepares detailed sales/event reports, including sales data worksheets, cost projections, and other financial metrics.

Reviews contract details with senior management prior to delivery. Ensures the contractual terms including payment terms/dates are followed. Monitors expenses and labor costs to meet budget parameters. Monitors delivery of all goods and services to ensure contract terms are satisfied. Collects payment and submits all documentation and post-event reports to Fiscal Services in a timely manner after the conclusion of an event.

In collaboration with the college's Marketing and Communications Department, develops event branding, concepts, and designs. Schedules staff, services, and equipment for the event in a timely manner. Directs logistical planning which may include signage, décor, food service, audio visual services, and/or lighting requirements. Conducts conference calls, site-visits, and production meetings as necessary. Resolves various problems such as scheduling conflicts, layouts, and setups. Determines appropriate resolutions for event problems. Communicates any issues or concerns to senior management.

Develops and implements policies and procedures for campus event operations and activities. Conveys established policies and procedures. Interprets policies and procedures as needed.

Oversees, guides, and facilitates campus event committees consisting of large numbers of committee members. Sets and distributes agendas and documents for specific committee meetings. Documents collectively agreed-upon decisions and ensures accurate execution of decisions.

Maintains records and reports necessary to comply with District, government, and accrediting agency standards, regulations, and codes.

Performs other related duties as assigned or requested.

JOB QUALIFICATIONS:

Education and Experience:

Bachelor's degree or 5 years of progressively responsible management experience in a supervisory role in an event planning function in lieu of college degree.

Requires a minimum of 5 years of experience managing special events, conference centers, stadium facilities, and/or similar large-scale, revenue-generating venue.

OTHER QUALIFICATIONS:

Knowledge/Areas of Expertise:

Knowledge of entertainment productions and sales (i.e., resort hotel sales, banquet sales, etc.)

Knowledge of marketing and business management.

Experienced in organizing and managing events including conventions, corporate meetings, trainings, athletic events, and other large-scale special occasions.

Experienced in overseeing large events and volunteers including athletic competitions, concerts, community events, and/or commercial film shoots.

Experienced in the setup, execution, and teardown of events.

Experienced working with labor unions.

Entrepreneurial experience a plus.

Abilities/Skills:

Able to oversee and properly schedule staff, students, volunteers, and/or hourly workers.

Able to solicit bids, draft contracts, and monitor contractors.

Able to assess complex situations and make decisions and/or recommendations across departments and functions.

Able to develop and accomplish revenue goals.

Skilled and attentive to details.

Skilled in communicating (both written and orally) and building exceptional interpersonal connections with a variety of people

Licenses or Other Requirements:

Valid California driver's license

WORKING CONDITIONS:

Work schedule may include weekends, evenings, and/or holidays based on business needs.

* Previous employment performed in a different public retirement system may allow eligibility to continue in the same retirement system.