AUBURN
Human Resources

Dir, Academic Events

Job Description

JOB INFORMATION

Job Code	EH32
Job Description Title	Dir, Academic Events
Pay Grade	MC12
Range Minimum	$71,940
33rd %	$91,120
Range Midpoint	$100,710
67th %	$110,300
Range Maximum	$129,490
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	6/2/2022

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Events

JOB SUMMARY

Reporting to the A VP for Strategic Initiatives and Communications, the Director of Academic Events manages a portfolio that includes the comprehensive planning and execution of several university-wide programs and events, including commencement ceremonies, faculty awards, endowed faculty recognition, strategic meetings, program seminars, and other academic conferences. Working on various large and small-scale strategic events and special projects that support the Provost's Office, the Director provides critical support to the planning and execution of all graduation activities for students and off-campus stakeholders, including families and guests. The Director oversees the budget for vendor invoices and works with the Office of Academic Resources to support payment disbursement processes and help facilitate the RFP and bidding processes. The Director is responsible for event supervision and frequently communicates with other departments to ensure the accuracy of details, and actively coordinates all facets of academic events, including pre-event communication, vendor selections, and development and execution of high-level event logistics. The Director supervises staff members and volunteers to ensure large-scale events are implemented according to plan and meet established standards for all stakeholders involved.

RESPONSIBILITIES

- Provides oversight to all commencement activities and communicates with students, faculty, staff, and external stakeholders to execute al 1 aspects of graduation ceremonies. Maintains graduation documentation of standard operating procedure (SOP) and serves as the primary point of contact for graduation services for approximately I 0,000 graduates and 50,000 guests annually. Successfully executes all processes related to graduation ceremony planning, including securing and planning multiple venues for University Commencement Ceremony and coordinating 14 separate college/school ceremonies (including Ph.D. and masters), working with vendors to ensure various ceremony elements for all graduates and guests (i.e., stage, printers, photographers, event staffing, catering, etc.), drafting scripts, disseminating all direct communication with students regarding ceremony requirements and information, and managing teams of 100+ staff and volunteers.
- Conducts all on-site management and develops contingency plans in alignment with university protocols and procedures to ensure the safety of all graduates and guests. Implements logistics for academic events, including but not limited to: planning committee meetings, program agendas, keynote speaker coordination, session development, speaker acquisition, communication plans, marketing collateral, website, securing facilities, catering menus, audio/visual support, staging, event technology, presenter scripts, run of shows, slide shows and presentation templates, evaluations, securing offsite venues and transportation, procurement and contracts, and parking and security. Supervises full-time staff as well as graduate students and up to 40 staff/undergraduate volunteers at major events.
- Oversees the implementation of all academic event-related programming hosted by the Provost's Office. Manages strategic events designed to support faculty recruitment, retention, and recognition strategies.

RESPONSIBILITIES

	Coordinates all planning associated with strategic academic ceremonies such as annual faculty awards, endowed faculty recognition. advising awards, leadership retreats, faculty development, and other similar events. Specific responsibilities include venue coordination and preparation, budget preparation, developing event timelines, implementing strategic marketing plans project deliverables, creating budgets, generating RFPs, and developing space diagrams. Also makes and manages project timelines and program agendas.
•	Develops and implements all communication strategies, including disseminating information and communication for stakeholders, including accurate web information, creation of promotional materials and information videos, streaming videos, social media, and coordinates engagement with off-campus media. Generates content strategies and implements and assesses tactics associated with each.
•	Prepares and coordinates regular information sessions for critical campus personnel, including the senior leaders, deans, vice presidents, campus safety and security, facilities management, support ceremonies, and other commencement-related events and communications.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	Degree in Event Planning, Hospitality Management, Public Relations, Public Administration, Business, Communication, or relevant field.	and	5 years of	Professional level experience managing events and hospitality in a corporate or higher education setting to include budgeting, inventory, scheduling, and strategic planning. Experience must include supervising or leading staff.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of event management and hospitality management, budgeting principles, contract management, Microsoft Office, vendor management, and event protocol and etiquette knowledge.	
Ability to communicate effectively, maintain complex scheduling and calendars, strong interpersonal and organizational skills.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing				X		
Walking				X		
Sitting				X		
Lifting	X					
Climbing			X			
Stooping/ Kneeling/ Crouching		X				
Reaching			X			
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:

Ability to see information in print and/or electronically.