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Pay Group:	10

CLASS SPECIFICATION

MANAGER, UNIVERSITY EVENTS & CEREMONIES **JOB DESCRIPTION**

NATURE AND SCOPE OF WORK

The Manager, university events & ceremonies strategically plans, creates and leads professional high caliber vision, production and management of Capilano University's ceremonial, fundraising, branded pan university events. The Manager oversees a wide variety of events in showcasing Capilano's unique role, purpose, mission, and mandate as part of the Envision 2030 plan.

This university-wide position is accountable for leading and creating a unique and distinct experience for our graduates at convocation ceremonies and installations. The manager will produce and coordinate high-profile-events across Capilano University's campuses and locations including inspiring events for the President's office, development & alumni relations, university relations, and working with Indigenous Student Services on large ceremonies and events.

Reporting to the VP, university relations, the manager collaborates closely with key members of student success, recruitment, and other service units, while managing a team. The manager researches and analyzes the needs while ensuring program standards and protocols are met through ongoing communication and feedback in event-related matters.

The incumbent is a highly skilled leader capable of producing events in line with the University's goals including coordinating distinguished guests, government officials, high-level of volunteers and working with external vendors or sponsors.

ILLUSTRATIVE EXAMPLES OF DUTIES

- Conceives and plans high calibre events in keeping with the Envision 2030 and Illuminating 2030 plan that represents the culture, accomplishments, and values of the University.

- Dedicated support for convocation and manages all elements of pan university events, ceremonies, and installations, including but not limited to coordination, logistics, contract negotiations, execution, and evaluation with timely communication for clear expectations of event delivery.
- Plans and oversees implementation of major high-profile events and programs, announcements and press conferences in collaboration with other university departments.
- Liaises with President's office, Executives, internal departments, faculty, and external groups to collaborate with existing committees to discuss event requirements, goals, budget and timelines. Recommends approaches and conceptualizes with the team on creative and innovative solutions.
- Builds and maintains working relationships to deliver innovative and memorable events with key constituents through effective allocation of resources and excellent customer service.
- Responsible for the coordination and logistics with development & alumni relations on fundraising and alumni events to ensure all aspects are managed including opportunities to incorporate fundraising strategies (auction, raffle, solicitation) into events. As well as working with facilities, food service providers, audio visual, communications and marketing and digital experience.
- Increases the role and impact of cross purpose marketing and visibility opportunities using events strategies with the means to measure the success of ceremonies and event marketing on CapU's, brand, reputation, and ability to engage with our communities.
- Continuously reviews, evaluates, and improves customer satisfaction for positive event experiences. Contributes to growth and change for ceremonies and events depending upon shifts in the university environment and changing trends.
- Implements proper protocol and procedures in keeping with the internal community and external audiences and serves as the primary campus resource for protocol matters.
- Provides expertise and ensure quality standards are met in the organizing of other events on campus by departments. Develops, monitors, and manages budgets for events, forecasting and goal setting that includes pursuing and maintaining sponsorship opportunities and relationships in collaboration with the Development and Alumni Relations Team. Reconciles event budgets and provide regular reporting.
- Coordinates opportunities for campus community to participate, as appropriate, in external events.

- Manages the creation of event promotional and marketing materials, creation of briefing notes and scripts, event timelines and details for the President, Chancellor, Vice President university relations and other event speakers in collaboration with the communication and development team, as well as bios and citations for Convocation.
- Works in collaboration with the President Office's for assistance in coordinating necessary data for guest lists, distributing invitations, managing rsmps and supporting the set-up and logistics of events.
- Effectively recruits, trains, and recognizes volunteers to support the creation and implementation of events. Volunteers may include University employees, students, alumni, and board members.

KNOWLEDGE, ABILITIES AND SKILLS

- Proven professional event management experience and training in high profile, public events.
- Experience in relationship management and proven ability to work with prominent leaders, volunteers, and senior administrators.
- Well-developed analytical and problem-solving skills are required; along with effective conflict resolution skills with the proficiency to effectively analyze and develop solutions quickly while exhibiting diplomacy and tact.
- Proven record to formulate creative and innovative ideas in designing programs and events. Analyse, evaluate, and negotiate details leading to a successful event that include strong negotiation skills required in liaising with internal/external service providers and senior university administration.
- Demonstrated strong leadership skills providing vision, motivation and guidance to staff, students, volunteer leaders, and campus groups.
- Demonstrated ability to adhere to a strict code of confidentiality and discretion of privileged information while performing a wide range of duties that require tact, sensitivity, independent judgment, diplomacy, and flexibility.
- Excellent interpersonal oral and written communication skills. Ability to coordinate tasks efficiently and effectively with multiple deadlines and communicate in a positive manner with a diverse clientele
- Excellent attention to detail. Ability to work independently and in a team environment with large formal and informative team's while exercising good judgement.
- Ability to work well under pressure and ability to manage multiple activities and deadlines simultaneously with high-energy and positive thinking.
- Excellent administrative, organizational and time management skills with aptitude to re-prioritize efforts as needed.
- Ability to work flexible hours including some weekends and evenings.
- Valid driver's license and access to a motor vehicle.

QUALIFICATIONS, TRAINING AND EXPERIENCE

- Completion of a Bachelor's degree or diploma.
- Specialized training or education in event management preferred.
- Minimum of four years of event management experience, including experience with establishing protocol, logistics, coordinating public affairs, volunteer management and role of fundraising within events.
- Demonstrated commitment to continuous professional development and knowledge of best practices in event management.
- Thorough knowledge of the university environment, academic structure, university policies and protocol preferred.
- Computer experience required: Microsoft Office (Word, Excel, PowerPoint, etc.), project management/ event software.