

Original Date:	December 6, 2021
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Pay Group:	20

CLASS SPECIFICATION

Event Specialist

NATURE AND SCOPE OF WORK

The Events Specialist is responsible for ensuring appropriate design, production and implementation of Capilano University external facing, 'first impression' and fundraising events. The incumbent provides direction and advice on event logistics to the campus community on a consultation basis to create exceptional experiences and elevate the CapU brand.

The Events Specialist works closely and collaboratively with a wide range of service providers key partners, both internally and externally. Ability to exercise independent judgment, facilitates, implements, coordinates, and executes multiple projects simultaneously are inherent in the position. The Events Specialist reports to the Manager, University Events and Ceremonies, produces events on behalf of the Office of University Relations and the President's Office.

ILLUSTRATIVE EXAMPLES OF WORK

- Creates and implements the structures required to ensure successful delivery, coordination, budget management, execution and evaluation of the University's pan university events. This includes following processes, procedures and best practices with communicable disease plans.
- Works closely with the University Relations Team, which includes the Philanthropy and Alumni Relations and other working groups within the University to determine event requirements, maps out event deliverables, and schedule under the direction of the Manager, University Events and Ceremonies.
- Liaises and works collaboratively with a wide range of departments, service areas and vendors (e.g. procurement, facilities, food services, communications, IT and marketing, etc.) to ensure all components of the event program (e.g. venue, food

services, entertainment, media relations, speech writing, audio visual presentations, etc.) are effectively implemented.

- Works with key partners across the campus community to help conceptualize events and makes recommendations on creative and logistics aspects of the event.
- Supports the Sponsorship Officer in the procurement of sponsorship and ensures that all sponsor contracts are fulfilled.
- Responsible for developing and adhering to event budgets while sourcing, securing and organizing suppliers and vendors.
- Works very closely with the President's office on President's events as well as Philanthropy and Alumni Relations on fundraising, donor or alumni events.
- Ensures projects are executed efficiently and accurately by tracking progress of tasks and responsibilities of the people involved within the events, follows up when required and escalates issues as necessary.
- Creates event reports for each events including time spent on planning and executing events, event debriefs, event KPI/metrics and testimonials.
- Creates social media posts and orchestrates social media campaigns in partnership with the Marketing and Digital Experience team
- Tracks data analytics and generates reports associated with the University's social media events and activities.
- Maintains the better impact volunteer management tool to ensure that it is up to date and being used efficiently.
- Recognizes and congratulates committed and engaged event volunteers and works to engage and retain new ones
- Works with community organizations to bring CapU visibility through participation, such as the North Vancouver Canada Day parade and The Shipyards events
- Maintains templates and resources on the CapU events website, including list of CapU alumni performers.
- Responsible for University Events inventory to ensure it is well managed and organized. Structures any loaning system to ensure that our inventory is available to

the campus community for use, but also making sure that it is available to University Events when needed.

- Researches and stays current on best practices and leverages emerging technologies to drive efficacy and efficiency for events.
- Updates and prepares collateral materials and website information pertaining to the events assigned to this position
- Responsible for managing within the provided budget and reconciling all expenses.
- Maintains and supplies event toolbox

KNOWLEDGE, ABILITIES AND SKILLS

- Demonstrated ability to plan and organize social programs for large groups and the ability to act as a role model for participants in a program.
- Extensive knowledge of a wide range of events and event management with the ability to creatively plan, organize and facilitate a range of special events as required. This includes high profile and professional events.
- Ability to multitask, apply organization skills to meet deadlines in an environment of conflicting priorities, and work with minimal supervision.
- Excellent interpersonal and communications skills. Ability to interact and communicate in a professional manner with diverse clientele.
- Ability to coordinate, host and lead project meetings with various departments and event stake holders
- Proven ability to address complex issues in a clear, thoughtful manner and to come to a concise resolution without jeopardizing the event or relationship with the parties involved.
- Demonstrated ability to set priorities that accurately reflect the relative importance of job responsibilities and take into consideration deadlines, competing requirements and complexity.
- Ability to plan, organize and evaluate events; write event reports and recommend changes, cancellation or continued attention to the annual schedule.

- 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.
- Ability to work independently while maintaining the commitment to the concept of a team approach to project management, staying connected to the broader organizational goals and apply University values into events.
- Demonstrated commitment to continuous professional development and knowledge of best practices in event management.

QUALIFICATIONS, TRAINING AND EXPERIENCE

- Completion of two years (approximately 60 credits) of post-secondary education in a related field supplemented by courses or training in event planning or project management.
- Three years of directly related work experience in event management. Experience must include event management/planning and or project management.