



**WAYNE STATE UNIVERSITY**

		<b>ISSUED: 03/16/2020</b>
<b>TITLE: Event Specialist</b>	<b>SALARY TABLE AP</b>	<b>CLASS CODE: PN355</b>
<b>UNION: P&amp;A – Local 1979, U.A.W.</b>	<b>SALARY GRADE: 11</b>	<b>EEO CODE: 30</b>
<b>JOB GROUPING: 30</b>	<b>FLSA: Nonexempt</b>	<b>EMPLOYEE CLASS: PN</b>

**POSITION PURPOSE**

Plan, organize and coordinate large and small multifaceted events, conferences, education programs and activities which may include student orientation related activities for a School/College/Division. Develop event plans and budgets; secure resources and oversee events to ensure that established standards and expectations are met.

<b>Essential Job Functions</b>	<b>% Time</b>
Partner with faculty, staff, management, students and volunteers to host events on and off campus supporting and promoting the goals, values and mission of Wayne State University and the assigned School/College/Division. Plan, develop, coordinate, implement and attend events for assigned units. Train providefunctional supervision to volunteers and staff. Establish themed targeted events designed to support and reach unit goals.	25%
Manage event development from beginning to end. Collaborate with clients to define event scope and goals. Develop full-scale plans and associated communication documents; plan, schedule and track event timelines, milestones and deliverables; estimate the resources and participants needed to achieve goals; manage changes in event scope, identify potential crises, and devise contingency plans. Draft and submit budget proposals, monitor expenses against budget and recommend subsequent budget changes where necessary. May also participate in negotiations with vendors.	20%
Develop and deliver progress reports, proposals, required documentation, and presentations. Determine the frequency and content of status reports from the project team, analyze results, and troubleshoot problem areas. Conduct event debriefings with appropriate parties to identify recommendations and opportunities for improvement for subsequent events.	20%
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Act as liaison with stakeholders. Effectively communicate and manage expectations with team members and stakeholders; identify and resolve issues and conflicts as necessary. May conduct post-event surveys of participants (typically regarding venue, menu, program content/speakers) and compile event survey feedback for use in continuous improvement of events.	20%
Perform other related duties as assigned.	5%

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

## **MINIMUM QUALIFICATIONS**

### **Education** Bachelor's degree

Bachelor's degree from an accredited college or university in marketing, public relations, business administration or a related field. Candidates with an equivalent combination of education and experience may be considered.

### **Experience**

Minimum of two years experience planning multifaceted events required.

Prior customer service experience and experience in higher education or a large, complex organization preferred. Some experience providing functional supervision to support staff preferred.

### **Knowledge, Skills & Abilities**

- Ability to manage several projects simultaneously, prioritize and plan work activities while meeting respective guidelines. Strong time management skills.
- Ability to communicate clearly, concisely and professionally both orally and in writing. Strong interpersonal skills required.
- Ability to evaluate, interpret, and present complex information effectively in professionally prepared documents or presentations.
- Proficient with standard office software such as Microsoft Office, especially Word and Excel.

## **WORKING CONDITIONS**

- This position requires a high level of commitment and enthusiasm. Must be able to travel and manage events outside the local area and possibly out-of-state. Will need to work evenings and weekends to manage events
- Ability to work odd hours to attend and assist with events, conferences and continuing education programs.

## **ADDITIONAL COMMENTS**

This classification level is designed to provide professional administrative support in the development and execution of events, conferences and activities that are designed to support School/College/Division objectives. Incumbents are involved in all aspects of the process from planning and development to delivery of events, conferences, and program activities. Work activities demand considerable interaction with a broad mix of internal and external contacts. The incumbent is expected to exercise considerable initiative and attention to detail in the development and delivery of events, conferences and programs and adhere to established guidelines and deadlines. Work activities require independence of action and the ability to prioritize multiple varied tasks and work within parameters of the approved budget. This classification is generally assigned to a School, College or Division and receives direction from a management level position.

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