

TITLE: <u>Event Specialist, Undergraduate Admissions</u>	SALARY	CLASS
_____	SCHEDULE: _____	CODE: PN355
UNION: <u>P&A – Local 1979, U.A.W.</u>	SALARY	EEO
_____	GRADE: <u>11</u>	CODE: <u>30</u>
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	FLSA: <u>Non-Exempt</u>	CLASS: <u>PN</u>

POSITION PURPOSE

Plan, organize and coordinate multifaceted events and activities for the Office of Undergraduate Admissions and New Student Orientation as well as other university units related to recruitment and yield efforts. Develop event plans and budgets; secure resources and oversee events to ensure that established standards and expectations are met.

ESSENTIAL JOB FUNCTIONS

Partner with faculty, staff, management, students and volunteers to host events on and off campus that promote the goals, values and mission of Wayne State University and support the recruitment and yield of new students. Plan, develop, coordinate, implement and attend events for assigned units. Train volunteers and staff. Establish themed targeted events designed to support and reach unit goals.

Manage event development from beginning to end. Collaborate with clients to define event scope and goals. Develop full-scale plans and associated communications documents; plan, schedule and track 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, and recommend subsequent budget changes where necessary.

Act as liaison with stakeholders. Effectively communicate and manage expectations with team members and stakeholders; identify and resolve issues and conflicts as necessary.

Develop and deliver progress reports, proposals, requirement 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.

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.

Perform related work as assigned.

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.

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.

MINIMUM QUALIFICATIONS

- Bachelor's degree from an accredited college or university in marketing, public relations, business administration or related field or equivalent combination of education and experience.
- Minimum of two years' experience planning multifaceted events required.
- Experience in a university or corporate environment preferred.
- Reasonable knowledge and understanding of University policies and procedures.
- Previous customer service experience preferred.
- Ability to communicate clearly, concisely and professionally both orally and in writing. Strong interpersonal skills a must.
- Ability to manage several projects simultaneously, prioritize and plan work activities while meeting respective guidelines. Strong time management skills.
- Ability to evaluate, interpret, and present complex information effectively in professionally prepared documents or presentations.
- Proficient with Microsoft Office suite, especially Word and Excel.
- Experience researching topics to gain knowledge and understanding when information gaps exist.
- Reasonable experience in providing functional supervision and work leadership to support staff.
- Ability to work odd hours to attend and assist with events, conferences and continuing education programs.