
Auburn University Job Description

Job Title: **Dir, Academic Events**

Job Family: No Family

Job Code: **EH32**

Grade MC12 \$66,900 - \$120,400

FLSA status: Exempt

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.

Essential Functions

1. Provides oversight to all commencement activities and communicates with students, faculty, staff, and external stakeholders to execute all 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 10,000 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.
 2. 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.
 3. 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. 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
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developing space diagrams. Also makes and manages project timelines and program agendas.

4. 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.
5. 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.
6. May perform other duties as assigned.

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.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Event Planning, Hospitality Management, Public Relations, Public Administration, Business, Communication, or relevant field.
Experience (yrs.)	5	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.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

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.

Certification or Licensure Requirements

None required.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires standing, walking, sitting, talking, hearing, handling objects with hands, and lifting up to 10 pounds.

Job occasionally requires reaching, climbing or balancing, and lifting up to 25 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 6/2/2022
