

Nipissing University
JOB DESCRIPTION

POSITION TITLE:	Corporate Event Coordinator
DEPARTMENT:	Campus Sales & Services
CLASSIFICATION:	Coordinator C
WAGE GRADE:	WG 70
EMPLOYMENT DEFINITION (STATUS):	Full-time Support
SUPERVISOR:	Senior Manager of Campus Sales & Services

SUMMARY OF FUNCTIONS:

Reporting to the Senior Manager of Campus Sales & Services, and as a member of the Campus Sales & Services team, the Corporate Event Coordinator is responsible for providing leadership, support and professional expertise in the planning and execution of high-profile, corporate profile-building, and revenue-generating events.

The Coordinator is responsible for overseeing all details related to Corporate Events operation and workflow of student staff. Other duties include enhancing the image and profile of Nipissing University as an event destination to increase revenue.

The Coordinator will work with many members of the University community, as well as with community partners and suppliers, to collaboratively plan and execute high quality events and functions in support of Nipissing's strategic priorities. In addition, the Coordinator will offer guidance and expertise to colleagues in their planning and execution of Nipissing-related events. Events are regularly held in the evening and on weekends. The hours of work may rotate and be flexible depending on the needs of the department. The Corporate Event Coordinator will be notified in advance of any changes to the regularly scheduled shifts as outlined in the Article 22.02 of the collective agreement.

DUTIES & RESPONSIBILITIES:

Corporate Events Operation and Event Coordination

(50%)

- Meet with potential clients to market the merits of having a conference at Nipissing University
- Correspond with clients regarding the level of services to be provided, including drafting the specific terms and conditions for each contract with the University and the client, for review of and approval by the Senior Manager of Campus Sales & Services
- Responsible for the day-to-day operation of Corporate Events
- Troubleshoot problems as they arise (e.g., conflict resolution and decision-making)
- Provide information to the Senior Manager of Campus Sales & Services regarding budget priorities, initiatives, and revenue projections
- Liaise with campus service providers, regarding details of external bookings schedule and rate negotiations
- Oversee facility bookings, event setup/cleaning bookings and communicate booking details to clients
- Liaise with Campus Food Services for catering requirements
- Responsible for the utilization and maintenance of the Corporate Events Management system
- Lead facility tours and participate in the development of marketing and promotional materials to increase Corporate Events profile both with on-campus and off-campus clients
- Represent Nipissing University, both on- and off-campus, through membership in professional associations
- Coach and assist teams (student staff and event volunteers) in designing and carrying out events and conferences

- Monitor student staff performance according to standards of job description and operational requirements

Internal Event Coordination

(45%)

- Create and maintain plans, floor plans, templates, timelines, and budgets, for approval, to support the goals and successful execution of each event; ensure that the University's image is consistently and appropriately represented internally and externally
- Identify all requirements for the event (catering, AV, physical set-up, space bookings, parking, signage, décor, etc.); develop a professional and creative event design (physical setting, theme, décor, etc.); engage/collaborate with other departments and source/secure external vendors to ensure successful execution
- Maintain detailed event files for use during event execution and for future reference
- Coordinate daily priorities and be proactive in raising important items and conflicts to appropriate stakeholders
- Coordinate post-event debrief meetings with stakeholders and develop guidelines for improvements to future events
- Represent the University on event planning committees, which may include external representatives
- Work with the External Relations team to ensure all marketing, communications/media and recruiting needs are considered and addressed
- Mitigate risks associated with each event to ensure successful execution and positive impact on the University's reputation
- Identify, source and secure resources, vendors, materials, supplies for events
- Attend events to ensure all elements of events are well executed; oversee and participate in set-up and tear-down before and after each event; attend to any outstanding details and last-minute requirements
- Post necessary signage/ensure necessary signage is posted
- Greet guests and provide guidance
- Project a positive and professional image
- Be familiar with and support use of AV and other equipment
- Develop and maintain an event guide/checklist for referral by other internal stakeholders planning events
- Establish and maintain a list of available event supplies/materials and communicate the availability of these resources to internal stakeholders
- Ensure web resources are updated
- Meet with internal stakeholders to provide guidance/direction/expertise relating to their planning of events

Administrative Duties

(5%)

- Maintain inventory control for Corporate Events event equipment (pop-up banners, signage, pipe and drape, décor items, etc.)
- Maintain Corporate Events Google calendar and maintain sharing privileges with relevant stakeholders
- Draft correspondence
- Establish and maintain an organized storage area for event related materials and support the general organization of the office
- Support the Senior Manager of Campus Sales & Services with on-campus retail initiatives
- Other administrative support, as required

Any other duties as assigned.

QUALIFICATIONS:

EDUCATION: University degree in a related field (i.e., Business/Marketing, Hospitality, Event Planning, Communications, etc.) is required.

Training and/or experience may be substituted for formal academic training at the discretion of the University

Training, Experience, Knowledge & Skills Required:

- Two to Three years of relevant work experience
- Experience planning and coordinating large events
- Experience developing and executing event plans, including working with clients to identify and meet goals, quality requirements, budgets, and timelines
- Excellent oral, written and presentation skills
- Demonstrated project coordination experience, with the ability to coordinate multiple and complex event projects, on time and on budget
- Self-motivated and self-directed individual that can work independently and as part of a team
- Responds well under pressure and with the logistical requirements needed in event delivery
- Ability to adapt to change in a fast-paced work environment
- Excellent time management and organizational skills
- Strong attention to detail
- Sound judgment in assessing and responding to situations in an appropriate manner
- Demonstrates diplomacy and professionalism at all times
- Proven ability to collaborate with various stakeholders
- Experience working with, coordinating, and motivating volunteers
- Experience interacting with and providing hospitality for high profile guests/clients
- Quick thinker, adaptable, solution-oriented
- Web/social media knowledge/experience
- Good working knowledge of MS Office suite of software
- Knowledge of the University environment would be an asset

RELATIONSHIPS/CONTACTS:

Supervised by: Senior Manager of Campus Sales & Services

Internal Contacts: Faculty, Staff, Students

External Contacts:

- Prospective students and their parents/supporters and other influencers
- Community supporters/partners
- Suppliers (catering, promotional items, event production companies, etc.)
- Government representatives
- High profile guests

MATERIALS UTILIZED:

- Computer and peripherals; software including MS Office Suite, Sharepoint and Infosilem EnCampus
- Telephone/Smart phone, Tablet, Photocopier/Scanner
- Signage (pop-up displays, step and repeat backdrops, etc.)
- Personal and rental vehicles
- AV equipment
- Policy and procedures manual

PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS:

- Occasional moderate physical exertion, specifically during set-up/take-down of events

- Occasional lifting, carrying, carting materials to/from supplier and/or event
- During events, there may be long periods of standing and walking
- Intense visual/listening/concentration, but ability to work with distractions
- Flexible work schedule, with some regular evening and weekend hours, in order to accommodate the needs of the department
- Regular in-town travel; occasional out-of-town travel for short periods of time
- Required to carry smart phone and to be on-site or on-call for duration of each event (including set-up/tear-down)
- Valid Class G driver's license and access to a personal vehicle during work hours
- Will be required to provide a Criminal Record Check/Vulnerable Sector Check as a condition of employment (i.e., not have been convicted of a criminal offence for which a pardon has not been granted)

I have read my position description and it has been reviewed with my supervisor. I understand what my duties and functions are, and I will carry out all of my responsibilities as herein described.

Employee Name (please print)

Employee Signature

Date

.....

Approvals

Supervisor

Date

Human Resources

Date