

Class Code:.....0823
Position #:(NUNC).....
Developed by:.....SG
Reviewed by:.....
Approved by:.....
Date:.....05/07; 07/2011

**UNIVERSITY OF RHODE ISLAND
Position Description**

TITLE: Director, Public Programming & Events
DIVISION: University Relations/Advancement
REPORTS TO: Vice President for University Advancement
GRADE: 14
SUPERVISES: Public Programming & Events Professional and Support Staff

BASIC FUNCTION:

Under the direction of the vice president, manage the department's professional staff, support staff and day-to-day operations. Plan, organize and execute high quality University-wide public programs, University protocol events and other events that serve to enhance the University's image among its primary external stakeholders including alumni, friends, parents, local officials, the state legislature, state leaders, opinion makers, the media and business community. Develop programs to provide positive on-campus experiences for University guests and visitors. Assist in the development and execution of University-wide and department-based programming designed to bolster the image of the institution among stakeholders. Manage the University's Visitors Center and staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Plan, organize and implement the University-wide public programs including commencement and the University Distinguished Achievement Awards.

Plan, organize and execute University protocol events including new building dedications, facility rededications, ground breakings and visiting dignitary events.

Plan, design, organize and facilitate the President's entertaining in Ryan Center Suite and at other on-campus and off-campus sites.

Manage staff, public programs, special events and projects that bring positive public awareness and attention to the University's mission and vision.

In concert with the vice president and other division managers, set priorities for public programming and events.

Be proactive and creative in developing new programs and events on behalf of the University.

Develop messaging for all programs and events as appropriate.

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Recruit, train and manage volunteers for select programs, projects and events.

Develop, support and manage a special events concierge service for the campus community in support of the events requirements of executive leadership, academic leadership, faculty and staff.

Establish and develop a high-end VIP campus tour program for visiting guests.

In collaboration with the Vice President, division managers and others, develop and implement high profile public programming in support of advancing the University's mission and strategic objectives.

Assist in the generation of revenues and sponsorships for all staff in public programming.

Provide effective leadership, management and supervision for all staff in public programming and events. Develop an environment of collegiality and innovation.

In concert with the Vice President, division managers and others develop metric-based, long-range and annual department plans to focus on raising the University's public profile.

Monitor the success toward fulfilling established annual goals and objectives. Provide quarterly reports and an annual report.

Manage the University's Visitors' Center and staff.

Develop and maintain a plan to insure that the Center is visitor friendly, welcoming and visually appealing in conformity with the University's brand identity.

Develop and annual budget in support of the department's goals and objectives. Manage and monitor the budget.

OTHER DUTIES AND RESPONSIBILITIES:

Assume other duties as assigned by the Vice President for University Advancement.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers and word processing, database management and spreadsheet software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

Required: Bachelor's degree; minimum of five years of public programming and/or special events management, preferably in higher education or other related settings including non-profit and/or corporate; demonstrated prior success in planning, organizing and implementing small to large-scale programs and events simultaneously; demonstrated successful experience in managing staff and projects; strong interpersonal and public communication skills; demonstrated strong writing skills; demonstrated budget development and oversight; demonstrated management knowledge and the ability to utilize technology in the production of public programs events; demonstrated ability to work in a fast-paced, team-oriented environment. Demonstrated proven ability to think strategically and provide strategic perspectives to colleagues, staff and others with whom he/she collaborates. Demonstrated established track record of working in team environments and in establishing team based cultures.

Preferred: Bachelor's degree in communications, marketing or business; demonstrated ability to generate revenue for public programs and events through sponsorships and ticket sales.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.