Saint Michael's College  
Job Description  

Job Title: Assistant Director for Conferences and Special Events  
Department: Auxiliary Services  
Supervisor or Manager: Director of Purchasing and Auxiliary Services  
Date Created: 12/14/05  
Last Revised: 12/14/05  
FLSA Status: E  

Our Mission: It is the mission of Saint Michael’s College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.  

Major Objectives:  
- All aspects of residence halls for summer conferences are set up and operational  
- Inventory for conference supplies (soap, shampoo, televisions, lamps etc) is kept at optimal levels  
- Saint Michael's College facilities for conferences and special events is marketed to a larger audience  
- A comfortable atmosphere for conference attendees, where all needs are attended to, is provided  
- Conference planners as well as SMC support staff are collaborated with to ensure successful conferences  
- Campus events such as Commencement, Dean's Dinner and Family Weekend are planned and executed successfully  

Essential Duties and Responsibilities:  
- Assists in annual budget planning for department and monitors expenditures  
- Confers on pricing schedules for facility rentals, overnight accommodations, and meal packages with conference planners  
- Negotiates, executes, and administers contract terms; maintains records of conference contracts  
- Coordinates all room reservations, catering, and equipment usage for conferences and large campus events  
- Invoices, collects, deposits, and accounts for all revenues generated through conferences and events  
- Organizes summer housing in conjunction with Student Life  
- Establishes and monitors existing facility use policies  
- Develops and implements marketing and sales strategies for bringing conferences to SMC  
- Makes sales presentations to potential customers  
- Maintains positive relationships with existing customers and develops new customers, follows up with customers  
- Writes proposals and responds to leads provided by outside organizations  
- Coordinates with Media Services AV, Physical Plant and Security for services needed for conferences and events  
- Works with vendor providing services for conferences and events, and maintains positive vendor-client relationships  
- Provides a customer-friendly environment for on and off campus event planners  
- Represents Saint Michael's College to outside organizations  
- Manages personnel and makes recommendations for hiring, firing, performance evaluation, training, work allocation and problem resolution  
- Prepares financial information and end of year reports  
- Trains summer student workers  
- Responds to “emergency” situations during events  

Secondary Responsibilities:  
- Oversees successful operation of campus scheduling software  
- Trains users of scheduling software  
- Assists in training student workers during school year  

Positions Supervised:  
- Conferences and Special Events Coordinator (1)
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- Conferences and Special Events Assistant (1)

Major Contacts:
- External conference and event planners
- External service providers- VT Tent, Advanced Music, Parlato Productions, North Country Linen, VT Pure, National Hospitality Supply
- Vermont Convention Bureau
- Vermont Alliance of Nonprofit Organizations
- Religious Conference Management Association
- Association of Collegiate Conference and Event Directors International
- Director of Marketing
- Media Services
- Physical Plant- Director, Property Maintenance, Electricians, HVAC, Carpenters, Custodial
- I.T. – Middleware Developer
- Registrar’s Office
- President’s Office – Director of Community Relations
- Institutional Advancement/Office of Alumni Relations
- Director of Student Activities
- Security
- Sodexho
- Student Life- Housing
- Athletics- Director of Student Recreation Center
- Fine Arts
- Shipping/Receiving
- Business Office
- All departments on campus needing to plan events
- Students needing to plan events

Demonstrates Excellence:
- Handles the responsibilities and challenges of a high profile, campus wide position with poise and sophistication
- Demonstrates a high level of attention to detail, ability to do long-term planning and set profit goals as well as exceptional organizational skills under pressure to keep the many pieces of job all moving forward
- Represents the College well and interacts professionally with external service providers, vendors and planners
- Exhibits highly effective written and oral communication with all on and off campus contacts
- Has the right combination of savvy and marketing, sales and presentation skills to attract and maintain a consistent customer base
- Works productively with almost every department on campus and people in challenging and stressful situations
- Directs the work of Physical Plant staff, Media Services, Student Life, food service and other departments to bring events to completion successfully
- Uses scheduling software with a high level of proficiency to reserve and set up rooms and schedule AV equipment
- Has a sharp problem solving and critical thinking ability to execute successful events despite inevitable challenges
- Arranges the set up of dorm buildings to conference rooms with limited student staff and very little time
- Coordinates housing for all conferences consistently during the summer months to optimize room usage/profitability

Education and Work Experience:
- Bachelor’s degree or equivalent combination of education and experience
- 3 Years experience in a large institutional setting specifically working in special events, conference programs or sales/marketing
- Previous management experience highly desirable
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**Analytic Skills:**
- The ability to assess the results of various analytical techniques in order to identify cause-and-effect relationships and then develop plans to change a situation.

**Language and Literacy Skills:**
- Prepares and delivers written and spoken information to small and large groups. Effectively manages meetings. Often in speaking, represents the institution to the audience. Communicates regularly and effectively with a wide range of groups.

**Computer/Technology Skills:**

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**Licenses, Certifications and Other Requirements:**
- None required

**Physical Demands:**
- Work is often performed in a typical office environment requiring:
  - Sitting in a normal seated position for extended periods of time
  - Reaching by extending hand(s) or arm(s) in any direction
  - Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
  - Communication skills using the spoken word
  - Vision sufficient to see within normal parameters
  - Hearing sufficient to hear within normal range
  - No or very limited physical effort
  - No or very limited exposure to physical risk

While performing the duties of Assistant Director for Conferences and Special Events, the employee is occasionally required to lift and/or move 10-25 pounds.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.

**Additional Requirements for the Job:**
- Must be comfortable with regularly working irregular hours, such as evenings and weekends
- Ability to do some travel as needed

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.