

Job Code / FLSA	103987/Exempt	Market Job Class Title:	Conference & Events Assistant Director
Working Title	Assistant Director, Event Services & Systems		
Reports to	Ann-Marie Davis, Associate Director for Event Services		
Department Name	Conference & Event Services		

Department Summary

Conference & Event Services provides expertise in conference and event management to U-M and external groups. The department is responsible for coordinating over 15,000 events annually, over 160 summer conference groups, over 100,000 summer bednights and dozens of conferences. Overall department sales typically exceed \$13 million. As a member of the team you will provide systems administration, project management, and event management for the department. You will lead a team responsible for service desk operations and serve as the department lead for student supervision for a large annual conference coordinated by the department. This Student Life auxiliary organization endeavors to be student focused and financially assertive, requiring the ability of its leadership to fulfill the Student Life mission while managing entrepreneurial and business-savvy enterprises.

Job Summary

Lead department systems administration and configuration including systems training. Serve as project manager for department initiatives and new software implementation. Lead a front line customer service operation (currently 2 full-time employees, 12-15 students) to ensure that all event related communication and contracts for service are accurate, complete and timely. Maintain a portfolio of events requiring multiple services coordination. Financial responsibilities include timely department event invoicing (currently 2x week) and providing business analysis reports to inform operational efficiencies and revenue projections. This position reports directly to the Associate Director for Event Services, with significant interfacing with the Director on departmental initiatives and projects.

Responsibilities

Data & Project Management (30%)

- Lead department research and evaluation of new technologies for Conference & Event Services, implement new technologies and software replacement
- Oversee the maintenance and updating of data within scheduling software. In addition to standard and online reservations, this includes resource details, building hours, room and pricing configuration, holiday information and client data.
- Manage the planning, development, and implementation of internal operating systems and procedures to facilitate delivery of conference and event management services for student organizations, U-M internal campus, and external clients.
- Collaborate with technical and operational staff in the implementation of new systems and application upgrades; conduct tests.
- Provide training and support for Conference & Event Services technology tools.
- Develop system training materials, quick guides and operational documentation for computer systems.
- Author Standard Operating Procedures (SOPs) and Policies to guide the appropriate use of technology.
- Lead unit wide projects as assigned by Director.

Supervision & Training (20%)

- Directly supervise 2 FTE
- Directly supervise 12-15 student staff members
- Lead operations of 2 service desks, including hiring/training, and creation of standard operating procedures
- Create and lead a service culture among staff towards a department goal of exceeding client expectations.
- Create and lead database and systems training for department, providing database training to both CES and other Student Life staff

Operations & Events (20%)

- Respond to inquiries from prospective clients regarding the use of facilities and services; draft bid proposals, create reservations, send confirmations, and identify other relevant support sources for successful client events.
- Work with customers, catering and operations to ensure events are well executed with attention to detail and concern for needs of the customer using to resolve issues.
- Assist in planning, development, and implementation of internal operating systems and procedures to facilitate delivery of event and conference management services.
- Assist conference staff in the facilitation of large-scale conferences and events.

Fiscal Responsibility & Business Analysis (20%)

- Provide customer evaluations and manage compilation of results, and strategies for addressing areas in need of improvement.
- Project event and catering related revenue.
- Work with finance team to prepare final invoice promptly.
- Maintain sales reports, including pacing reports.
- Ensure accurate invoicing for events.
- Provide business analysis queries and reports.

OTHER (10%)

- Perform event and conference management responsibilities
- Assist in and perform other duties as assigned or as may be related to Conferences & Events.
- As a member of Conferences & Events and the Division of Student Life, serve on committees and work teams.
- Participate in staff training and professional development opportunities.

Qualifications & Position Criteria

Required Qualifications:

- Bachelor's degree or an equivalent combination of education and experience
- 4 years of event management experience in a corporate hospitality or university environment, or related environment
- Minimum of 2 years of experience supervising, developing, and supporting professional and/or student staff.
- Experience supporting business technology systems, including training, and/or process improvement.
- Experience leading projects and coordinating work

Position Criteria:

- Skills: Communication, Organization, Attention to Detail
- Abilities: Work with cross-functional departments, Manage change
- Competencies: Supervision, Project Management, Event Logistics

Financial/Budgetary Responsibility

- Project event and catering related revenue.
- Work with the finance team to prepare the final invoice in a timely manner, ensuring accurate and timely invoicing for events.

Working conditions

- Must be willing to travel, staff events, and meet with potential clients.
- Must be available and willing to work flexibly in an environment where extensive early morning, evening, and weekend hours are customary.

Physical requirements

None

Direct reports

(2) , Administrative Assistants
(12-15) Student Employees
