

Title: Director of College Events and Engagement
Status: Full-time, 35 hours per week
Grade: 14
Union Affiliation: PSA@RIC (Professional Staff Association)
Reports To: Vice President of Advancement, External Relations

Primary Purpose:

The **Director of College Events and Engagement** provides strategic, executive management, and leadership overseeing a strategic unit responsible for managing events in alignment with strategies for elevating the Rhode Island College's public positioning among the many constituencies and audiences served by the College's academic and administrative event programming.

Reporting to the Vice President of External Relations and Diversity Equity and Inclusion, the **Director of College Events and Engagement** leads a team of event management professionals who provide programmatic and strategic planning, expertise, in supporting academic and administrative departments in the planning and execution of small- and large-scale College events for varied constituencies, including students, staff, faculty, dignitaries, donors, business and community leaders, governmental and political leaders, alumni, and the public. These events include but are not limited to guest speaker events and lectures, academic ceremonies, including the annual Commencement ceremony, Homecoming, conferences and symposia, enrollment management events, and major celebrations, among others.

The **Director of College Events and Engagement** ensures the delivery of exceptional in-person, virtual and hybrid event experiences for internal and external constituents it serves.

The **Director of College Events and Engagement** oversees partnerships with offices and departments that host RIC's signature and large-scale events, including the offices of the President and Provost, Enrollment Management, Division of Student Success, and Academic Schools and academic programs, RIC Foundation, RIC Alumni Association, the Office of Professional Studies and Continuing Education, and the Office of Diversity, Equity and Inclusion. The **Director of College Events and Engagement** oversees collaboration and close coordination with the units across campus that provide services and support for the event activities managed by the Event Management staff, which includes Facilities Services, Catering Services, Space scheduling, IT Services, Security arrangements, Housekeeping, et. Work collaboratively with marketing, web communications, and the Office of Marketing & Communications. The **Director of College Events and Engagement** will ensure effective management of the budgeting, invoicing, and other elements of the business operations of event management. This includes strategic planning for effective operations and alignment with best event industry practices.

In addition to managing high-profile events, the **Director of College Events and Engagement** implements plans for guiding the College to ensure that events serve as vehicles for sustaining community and amplifying RIC's expertise as an institution dedicated to teaching and scholarship and convening thought leaders to address important societal issues.

Description of Duties and Responsibilities:

Essential Job Functions:

- Provide strategic and operational directions to execute college-wide signature events such as academic, Performing Arts, conferences, Presidential, and community signature events, including revenue-producing events, and host the Annual RIC Commencement ceremony, which includes collaborating with multiple academic and administrative entities on campus and providing visional leadership to host these signature events.
- Serve as point person for college community engagement events and activities.
- Develop new opportunities for the college to increase its presence throughout Rhode Island, as an Anchor Institution.
- Work closely with the Office of College Communications and Marketing to coordinate all public relations efforts on behalf of all college-sponsored conferences and events and identify promotional and positioning opportunities working with external groups hosted on campus.
- Provide leadership and direction to College Events Coordinators, Events Operations Manager, Technical Directors, Box Office Manager, and other part-time and student staff.
- To increase external revenue sources and maximize utilization of available space, actively recruit non-college organizations to arrange institutes, workshops, and major activities at RIC while avoiding conflict with college academic scheduling and other activities.
- Develop and implement space management policies and consistent pricing, Event Management/Reservation System (EMS) business processes.
- Develop all policies, procedures, and pricing relative to booking and rental of all college-owned spaces for events.
- Working with campus partners such as the Office of Professional Studies and Continuing Education and other academic and administrative departments, actively develop new business development opportunities and sustain existing client relationships to increase external revenue for the College. In addition, seek new business opportunities at RIC-related locations such as RI Nursing Education Center, Central Falls Hub, and Westerly Education Center.
- Develop revenue enhancement opportunities by sustaining repeat conference business, developing new client relationships, soliciting new business accounts, and developing innovative means of revenue enhancement.
- Encourage major conferences to hold events at Rhode Island College as time, space, and resources permit by providing needed services, coordinating plans, etc., to ensure the college is presented in the best possible light.
- Develop and monitor all operational and procedural policies for the performing arts center, including the Box Office. Conduct regular technology and equipment audits for in-person and virtual event technology needs.
- Monitor all Box Office policies and procedures in conjunction with the Box Office Manager.
- Produce an annual report summarizing each event, including cost, attendance, and revenue granted by source.

- Actively serve on campus-wide committees such as Campus Emergency Management Team, Classroom and Space Management Committee, Accessibility Committee, etc., to name a few.
- Prepare and manage annual budgets.
- Work closely with the departments of Facilities, Athletics, Campus Police, and RIC Catering IT Services, to ensure all conferences and events are planned, coordinated, and produced professionally.

Occasional Job Functions:

Perform other duties as assigned by the Office of the President and VP for External Relations and DEI. Perform duties during non-standard hours and days.

REQUIRED QUALIFICATIONS:

Education: Master's degree in business and or related field.

Experience:

- A minimum of 8 years of progressive management experience with increasing responsibilities in planning and operating executive-level events, including a high level of business, financial reporting, and budgeting skills.
- A minimum of 8 years of experience overseeing and supervising employees and project teams.
- Experience in planning and managing in-person, virtual, and hybrid events of varying sizes and understanding virtual event technology tools.
- Excellent leadership, business, organizational, and management skills, including a demonstrated ability to maintain successful interpersonal relationships with contributors, volunteers, diverse community members, vendor partners, and staff.
- In-depth knowledge of program planning, organization principles, execution, budget preparation and project management, labor and cost control, and contract administration.

Skills, Knowledge, and Abilities:

- Strong project management and time management skills with exceptional attention to detail.
- Ability to develop and administer business plans and develop and evaluate policies and procedures.
- Strong capacity to identify problems, evaluate alternatives and implement effective solutions.
- Demonstrated experience working with multiple and diverse stakeholders, vendors, and staff to execute a successful event; experience in leading collaborative work teams and cultivating strong performance.
- Established track record of increasing space utilization, sales and revenue generation.
- Excellent interpersonal and written communication skills for collaborating with stakeholders, clients, vendors, and service providers.
- Capacity to manage with confidence and flexibility and manage multiple complex projects with overlapping deliverables and deadlines.
- Ability to plan, organize and direct the work of subordinate professional, supervisory, technical, and support staff.
- In-depth knowledge of the laws, regulations, codes, and ordinances applicable to events and conference planning, such as ADA regulations.
- Demonstrated ability to support a community of diverse perspectives and cultures in an inclusive environment.
- Excellent working knowledge of Microsoft Office tools, event/resource management software such as EMS®, Event Registration systems, Ticketing systems, etc.

Preferred Qualifications:

- Similar experience in a higher education setting.
- Experience in performing arts/cultural management and operations.
- Bilingual.

ENVIRONMENTAL CONDITIONS: The employee is not exposed to known adverse environmental conditions.

The College requires that all applicants and employees be able to perform the essential functions of the job and will explore reasonable accommodations for individuals with disabilities.

As an Affirmative Action/Equal Opportunity institution that values and is committed to inclusion and expanding the diversity of its faculty and staff, the College invites members of protected classes, including minorities and persons with disabilities, to identify themselves as such at the time of application.