**SIMON FRASER UNIVERSITY**  
**TEMPORARY**  
**ADMINISTRATIVE & PROFESSIONAL**  
**JOB DESCRIPTION**

**Position Title:** Event Coordinator  
**Department:** SFU’s Big Data Hub, VP Research  
**Reports to:** Manager, Strategic Initiatives and Operations (Big Data)  
**Employee Group:** APSA  
**Position #:** 00122006  
**Reports to [pos #:]** 00120299  
**Grade:** 7

**POSITION SUMMARY**
The Event Coordinator supports SFU’s Big Data Hub marketing and outreach strategies by planning and managing all event arrangements and services for the Hub facility. The Coordinator is the principal contact and performs a critical role in the development and successful delivery of events that enhance the profile and support the objectives of KEY, SFU’s Big Data Initiative. Acting as the lead event planner of all signature events for KEY, the Coordinator consults with internal and external clients; provides event planning services; negotiates contracts and service rates; coordinates the Hub team with other university service departments; and ensures that services are rendered accordingly.

**DUTIES AND RESPONSIBILITIES**
Manages the development, planning and successful production of all events held at SFU’s Big Data Hub by:

- Consulting with clients to understand event objectives and target audiences, and providing information on the Hub’s facility and services offered.
- Preparing quotes for services and recommending additional services and scheduling efficiencies, as appropriate.
- Advising on the availability and suitability of space and providing information and guidance for on-site requirements.
- Recording and coordinating all service requests for the event.
- Reviewing event objectives and schedules to recommend service adjustments, additions, or deletions, as appropriate.
- Developing event briefs for all major and minor events held; and assigning and checking work (i.e., administrative tasks in the preparation of specific event briefs) of temporary staff.
- Calculating event changes (e.g., room rentals, AV, etc.) and preparing/approving invoices to clients; following up to ensure payment; and resolving any billing issues with clients, contractors and suppliers.
- Ensuring adequate site support (e.g. Ambassador Team, AV, etc.) and Hub services are in place for the event.
- Ensuring event calendars are maintained and that services are delivered according to contracts/confirmations.
- Coordinating with Hub staff, clients, and suppliers to ensure that event specifications are met and a high standard of service is maintained.
- Identifying opportunities for event sponsorship or co-branding with KEY and referring leads to Supervisor for action.

Provides client support services by:

- Responding to inquiries (i.e., availability of space, type and price of services offered, etc.).
- Conducting site tours of the Hub and informing clients of the facility policies within defined parameters.
- Preparing and issuing event contracts and confirmations consistent with the Hub’s booking policies and mandate.
- Enforcing all Hub policies and procedures, including bookings and cancellations, and making exemptions where necessary.
- Resolving room booking conflicts and providing a solution to the client through interactions with internal departments and suppliers.

Leads the planning and management of major KEY-branded events by:

- Conceptualizing and pitching ideas for major KEY events aligned with the Initiative’s goals, and involving both internal and external stakeholders.
- Coordinating and participating in planning meetings.
- Developing programming and run of shows; defining timelines and ensuring deadlines are met; tracking milestones; and arranging the required staffing levels for each stage of the event planning and implementation process.
- Developing, implementing, and monitoring event budgets within defined budget parameters.
- Proactively briefs and provides information to KEY’s communication team on big data-related events for promotion across various channels.
- Developing, recommending, and implementing administrative policies and procedures for event planning activities.

Ensures the alignment of signature KEY event goals and outcomes by:

- Determining logistical requirements (i.e., appropriate venues), compiling guest lists, and conducting site visits.
- Liaising with internal and external stakeholders to manage expectations and ensure stakeholders are well-informed on event plans.
Negotiating contracts and service rates with external vendors (e.g., theatre venues, catering, AV, equipment rentals, caterers, technical services, equipment rental, entertainers, etc.) for events held off-site.

Consulting on protocol and programming with internal resources and external participants.

Issuing invitations for speaking engagements to leaders in the big data field and coordinating travel and accommodations.

Acting as event lead from planning to execution to evaluation to ensure events run smoothly while troubleshooting any issues that arise.

Adhering to KEY’s brand and language guidelines throughout the event planning and implementation process.

Evaluates the success of events by:

- Conducting post-event surveys regarding quality assurance to secure repeat business in the Hub.
- Coordinating the collection of information; analyzing data; and making recommendations on service improvements as needed.
- Preparing reports with recommendations to the Supervisor to improve efficiencies in the pricing, planning, and delivery of services for future events.

Manages an events booking database by:

- Recording client history, event specifications, and special requirements.
- Extracting and analyzing data to report on facility usage, resource usage, client segments, and other metrics.
- Reviewing the functionality and ease of use of the database, and making recommendations on upgrades or implementing new software for event management.

Attends and participates in various meetings (i.e., client, staff, event coordination, and other ad hoc committee meetings).

**DECISION MAKING**

Makes decisions regarding the timely and successful execution of a variety of high-profile university events which have a direct impact on the reputation of the University and on the future funding of KEY, SFU’s Big Data Initiative; development and implementation of timelines and processes for events; management of all pre, on-site, and post-event activities; development and implementation of event budgets, negotiating contracts/special rates and determining event venues; calculating and approving event charges to Hub clients; scheduling, training and managing volunteer staff.

**RELATIONSHIPS**

Establishes and maintains relationships with peers and contacts with access to information and to key business partners. Shares information and advice on how to get things done and who to involve.

**Supervisory**

Supervises volunteers and interns by scheduling work and event assignments; providing guidance, mentorship and work direction; and defining tasks and deadlines.

**Primary Working Relationships**

- **Internal Connections** – VPR management and Hub/KEY staff; internal SFU clients (e.g., executive team, faculties, other SFU departments/units (i.e., University Advancement, Meeting, Event and Client Services).

- **External Connections** – Potential and confirmed clients from other universities, industry, government, and other organizations. External speakers and other VIPs brought in for major KEY events.

Initial Effective Date: August 11, 2017
Latest Revision Date:
QUALIFICATIONS
Diploma in Business Administration, Event Planning, Hospitality Management or related discipline and four years of experience in event management, including experience managing large, high-profile events, or an equivalent combination of education, training, and experience.

- Excellent knowledge of audience engagement principles.
- Good knowledge of event management industry best practices.
- Good knowledge of budget development, administration, and cost control methods.
- Good knowledge of university policies and procedures.
- Good knowledge of audio-visual requirements for events.
- Excellent customer service skills with the ability to build and maintain positive relationships with clients and suppliers, both internal and external to the university.
- Excellent organizational, planning, project coordination, negotiation, and conflict management skills.
- Excellent problem-solving skills.
- Excellent attention to detail.
- Excellent interpersonal and communication (verbal, written, and presentation) skills.
- Excellent supervisory and mentorship skills.
- Excellent time management skills, and the ability to schedule and manage multiple events concurrently, including the ability to coordinate multiple facets of an event simultaneously.
- Ability to exercise a high level of diplomacy, tact, confidentiality, and discretion in both internal/external client and stakeholder interactions.
- Ability to develop ideas and present to the supervisor.
- Ability to research, analyze and compile data to support strategic decision making.
- Ability to work independently and as part of a team.
- Proficient in the use administrative, project management, database, and event bookings systems.
- Proficient in the use of word processing, spreadsheet, presentation, and collaboration applications (e.g. Word, Excel, PowerPoint, Slack etc.).
- Ability to work in a fast-paced environment and meet firm deadlines.
- Ability to work flexible hours (including early mornings, evenings, weekends) or long hours.
- Ability to arrange suitable travel within the Lower Mainland and work both at on-campus and off-campus event venues.