POSITION SUMMARY

The Associate Director, Convocation and Events works with internal and external stakeholders in the strategic planning, development, and implementation of high profile events, with a special focus on Convocation. The Associate Director is responsible for overseeing the production of events and advises and assists university clients with event planning and management to ensure that event protocols and university standards are upheld. The Associate Director works with the Vice-President Advancement and Alumni Engagement (VPAAE) to develop high profile tours to engage high level donors and prospects to enhance SFU’s fundraising efforts, stewardship and relations.

DUTIES AND RESPONSIBILITIES

1. Provides leadership in the overall strategic planning and development of the University’s Convocation and high profile events (e.g., annual donor appreciation reception, awards dinner, alumni receptions, government funding announcements, and external relations events) by:
   - Consulting, developing and planning strategic, innovative and memorable functions that strengthen student, alumni and donor engagement while promoting SFU’s strategic vision.
   - Building strong working relationships and communications with a large and diverse range of campus partners and Directors.
   - Collaborating with Faculty and University staff and clients to provide information on best practices, Presidential protocol, and alignment with University, University Advancement and Alumni Relations objectives.
   - Assisting clients with event visioning, development, sponsorship, programming, implementation, marketing and evaluating University programs, events and engagement activities.
   - Assisting the Director in leading the University Convocation Planning Committee, and coordinating and participating on various event planning committees.
   - Preparing agendas for event planning meetings and providing event expertise and guidance to all parties while utilizing knowledge of event design and event technology to develop event programming that engages guests.
   - Collaborating with Deans and campus and program Directors to plan and manage high level Donor/Prospect Tours, working directly with the VPAAE.

2. Oversees the planning and production of Convocation and events by:
   - Serving as the principal liaison for all logistical operations and overseeing the Manager, Ceremonies and Events and/or coordinators to manage logistical arrangements;
   - Creating and maintaining timelines, tracking project milestones, and ensuring deadlines are met;
   - Forecasting, scheduling, and arranging the required staffing levels for events at each stage of the event planning and implementation process;
   - Developing and implementing event budgets, timelines and procedures including overseeing the tracking and management of event expenditures to ensure events stay on budget and are managed in accordance with University policies and procedures;
   - Preparing the Book of Words (i.e., detailed script), partitioning event components and delegating or collaborating on project assignments;
   - Providing advice and guidance to vendors regarding protocol and service expectations. Oversees event audio-visual content and implementation
   - Providing reports on project progress to the Director, Ceremonies & Events;
   - Evaluating guest engagement and experiences at events and determining potential improvements.
   - Assisting the Director in liaising with the University’s Honorary Degree Recipients and acting as the first touch point for developing strong engagement with SFU’s highest profile award recipients.
   - Evaluating the planning and management of an event after implementation and preparing recommendations for future event delivery.
   - Liaising with internal and external stakeholders, managing stakeholder expectations and ensuring stakeholders are well-informed of the event plans.
Briefing and consulting the President, Vice-Presidents, senior administrators, government officials, SFU donors, and special guests on event programs.

Negotiating contracts with external vendors. Establishes and maintains strong communications and relationships with SFU service providers.

3. **Carries out associated administrative responsibilities by:**
   - Developing, recommending and implementing policies and procedures affecting event planning and administration.
   - Participating in budgeting, staffing, and the development of policies and procedures for the Ceremonies and Events office.
   - Coordinating and overseeing the work of volunteers, co-op students and work study students, event staff, contractors and performers.
   - Representing Ceremonies and Events on various campus committees, as required.

4. **Oversees communications and marketing activities by:**
   - Coordinating communications for the Chancellor’s Office, including drafting correspondence on behalf of the Chancellor, President, and Director, Ceremonies and Events.
   - Overseeing University greetings protocol.
   - Overseeing the management of the Ceremonies and Events Convocation web pages and collaborating with Student Services on their Convocation website.
   - Liaising with University Communications regarding media procedures and social media strategy development.
   - Managing the development of marketing, communication and event promotion materials such as print invitations, e-invitations, event ads, digital media, event branding (e.g., pop-up banners, podium banners, signage), program books, video productions, visual displays and other event communications materials, in collaboration with University Advancement Marketing, University Communications, Creative Studio and other internal and external communications professionals.

**IMPACT OF DECISION MAKING**

The Associate Director, Convocation and Events is responsible for:

- Identifying strategic opportunities to engage grads, students, alumni, guests and other external stakeholders at Convocation and other university events.
- Making decisions on planning, developing, implementing, and evaluating effective and engaging functions.
- Identifying, developing, and maintaining partnerships with external stakeholders.
- Making decisions on resolving complex problems and conflicts that require immediate, thoughtful, and diplomatic consideration (e.g., high level dignitaries with cultural requirements).
- Making decisions regarding budget allocations for events.
- Making decisions surrounding the evaluation of event specific programming, venue locations, services, logistical arrangements, assignments, staffing levels, and other logistical factors.

**RELATIONSHIPS**

Establishes and maintains relationships and alliances. Maintains effective communication. Shares information and readily determines whom to go to for relevant information. Seeks assistance and feedback in the problem solving process. Partners with others to achieve expectations.

**QUALIFICATIONS**

Bachelor’s degree in Arts or Business Administration and five years of related experience in event management, marketing and communications, including experience managing large, high profile events or multiple smaller events simultaneously in a large, complex institution, or an equivalent combination of education, training and experience.

Excellent knowledge of university protocols and policies.

Excellent communication (oral, written and presentation) and interpersonal skills.

Initial Effective Date: 2017/12/12

Latest Revision Date:
Excellent problem-solving, negotiation and conflict resolution skills
Excellent organizational and analytical reasoning skills
Excellent human resource management, coaching, leadership and supervisory skills.
Excellent budget management and event management skills with the ability to set, communicate and maintain timelines and priorities while working on a number of different initiatives simultaneously
Ability to envision and develop ideas for events
Ability to work effectively in a fast-paced environment exercising mature judgment and a high level of diplomacy and discretion.
Ability to guide, advise, and sensitively manage campus partner expectations.
Ability to establish and maintain strong relationships with clients and other internal and external stakeholders
Ability to quickly adapt to changing event requirements
Proficient in the use of standard office applications, content management systems and web and graphic applications (e.g., MS Office, Blackbaud CRM)
Ability to arrange suitable transportation to various work locations