Job Title: Event Manager

Job Purpose: The Event Manager serves as the principal interface between Continuing and Professional Education Services (CPES) and its clients in the process of planning and executing all events hosted by CPES. Events include short courses, conferences, symposia, seminars, workshops, or other similar endeavors. Position manages all pre and post aspects of events including budget development and reporting, marketing, logistics, communication, and provides an on-site leadership presence to ensure the event represents the quality of Colorado School of Mines (Mines). This position reports to the Director of Continuing and Professional Education Services, within the division of Administration and Operations. The Event Manager will supervise student assistants and/or RA/GA hired for specific event support. For large-scale conferences and symposia, the Event Manager may serve in either a lead or support position as assigned by the Director. This is a full-time, 12-month professional exempt position. Work hours will include weekdays, as well as some evenings and weekends. Position will provide general support to CPES team as needed.

Responsibilities:

Event Systems Management:
- Serve as the technical expert for all CPES event systems.
- Oversee and train users on the event proposal and approval process embodied in the online Event Proposal and Approval (EPRAA) website.
- Train users and independently configure the online document management system for an event’s requirements and monitor submissions. Export data to assist reviewers and event organizers in assigning documents/submitters to specific event sessions.
- Manage the online registration system and the CPES internal registration/financial system to manage registrations and registration modifications, perform data imports/transfers, and manual entry of registration data. Manage development and transmission of registration confirmations. Manage payments by wire transfer and checks. Ensure accurate enrollment/tuition statistics.
- Interpret and explain policies and procedures related to the registration process to potential attendees including cancellations, transfers, and substitutions.

Marketing and Communications:
- Develop comprehensive timelines and marketing strategies (electronic, web, print, journal ads) for every client.
- Assistance in developing and executing a publicity/marketing campaign.
- Oversee production of promotional materials, graphics, and signage.
- Develop, communicate and enforce author and session chair guidelines, deadlines, duties, etc. developed in conjunction with event organizers.
Event Logistics Management:

- Prepare and negotiate venues and purchases for the events, working with the Procurement Office as appropriate.
- Manage all logistical arrangements for events including contracting for meeting rooms, audio/visual arrangements, foodservice, transportation, and printing.
- Supervise event logistics including on-site event set-up, event management, event breakdown and volunteer management. Provide assistance to exhibitors during all interaction with event venue operators. Manage schedule and technical and display changes needed throughout event.
- Ensure all aspects of the event venue are in optimal placement and condition for the participants experience. Accomplishment of this task may require that the Event Manager personally perform activities such as rearrangement of seating and tables, and set up of easels, audio/visual equipment, and power strips.
- Position must balance communication and is the liaison between location staff and clients.
- Validate attendance and create certificates of completion; maintain records of recipients of such certificates.
- Provide and supervise on-site check in and on-site registration services. Monitor venue throughout entire event. Act as concierge and be visible and approachable to answer attendee or presenter questions. Troubleshoot and resolve problems.
- Compile attendee evaluations of an event into a useful report that is submitted to the event organizer and the appropriate Vice Provost.
- Conduct after-event meetings with event organizer to solicit the organizer’s evaluation of the event and the support provided by CPES. Prepare and transmit to the CPES Director a final report, including a synopsis of the attendee evaluations, the organizer’s evaluation, and suggestions for improvement of CPES support in the future.

Budget Management:

- Prepare, submit, and track any necessary Mines approval forms and ensure purchasing guidelines are followed.
- Create and maintain accurate financial records of attendees, vendors, and event organizers using departmental software applications.
- Pre-Approve expenditure to vendors, speakers, instructors, students. Analyze and approve refunds or discounts. Process refunds.
- Work with the CPES Financial Manager and/or appropriate Mines organizations to develop a final reconciliation of an event’s finances. Ensure that all expected income has been received and that all liabilities have been settled.
- Prepare and transmit to the event organizer and to the appropriate Vice Provost a complete accounting of the event’s finances. Establish and use an appropriate system within CPES to archive all appropriate event-related records and reports.
• Provide CPES input on preparing budgets, projecting expenses, and determining most cost effective ways to meet the event's goals. Serve as interface between event proposers and appropriate Vice Provosts in determining viability of new and continuous programs.

Qualifications:

Minimum:

• Bachelor's degree from an accredited four-year institution of higher education (demonstrated and progressive experience in event management can be substituted for degree).
• Demonstrated customer service skills and attention to detail and ability to work well with diverse populations of clientele.
• Event planning experience.
• Demonstrated multi-tasking and project management skills.
• Outstanding administrative, planning, budgeting, and supervisory skills.
• Strong computer skills and audio/visual knowledge.
• Regular and frequent availability to work evenings and weekends to support and manage events outside normal Monday-Friday, 8-5 work hours.

Preferred:

• Significant experience in event planning and management of various size events with a wide array of clientele for example planning conferences, professional development courses, managing large-scale events.

Decision Scope:

The Event Manager will use independent judgment in responding to client, instructor, presenter, and/or participant/attendee requests/demands, while ensuring compliance with all applicable Mines and CPES established policies and procedures. Through direct interaction and communication and written reports, the Event Manager will ensure that the CPES Director is informed of substantive issues and their resolution, of compliance with schedules and budgets, and of the status of all events being managed by the Event Manager. The Event Manager shall have full authority with respect to all decisions relating to an event without consulting the CPES Director. The Event Manager also has full authority regarding additional CPES activities in the Director’s absence. As appropriate, the Event Manager shall inform affected campus organizations, such as Public Safety and Facilities Management, of program dates and details. This position will be a secondary supervisor for professional staff, in the absence of the Director, and the primary supervisor for student employees.
Communications:

The Event Manager must possess the ability to communicate effectively, efficiently, appropriately, and on a timely basis. Effective communication is often required during high-stress circumstances and is directed to a wide range of possible audiences including clients, faculty, staff, administrators, event participants, and vendors.

Communication will include preparation of web site and brochure content, registration confirmation documentation, instructions for various processes (such as reviewing abstracts/papers within a document management system), contact with potential clients and participants, policy enforcement, contract negotiations, personnel supervision and management, and project management and status reporting. Communication will occur via meetings, email, phone, and print.

Work Environment and Physical Demands:

Many of the events assigned to the Event Manager will take place on the Mines campus; however, some events are held off-campus in Golden, Denver, or in other locations. The Event Manager will be required to travel as necessary to the locations associated with the events being managed.

Physical requirements associated with the position include frequent walking across campus for meetings and events, reaching, bending, stooping, standing for long hours, and lifting 20-40 pound boxes. On many occasions, the Event Manager will be required to work hours that are beyond a typical 8am-5pm day, especially when an event is in progress. Some events have social activities in on- or off-campus locations that require the attendance of the Event Manager during evening or weekend hours.