Sonoma State University is committed to achieving excellence through teaching, scholarship, learning and inclusion. In line with our Strategic Plan and our Seawolf Commitment, our values include diversity, sustainability, community engagement, respect, responsibility, excellence and integrity. We strive to cultivate a community in which a diverse population can learn and work in an atmosphere of civility and respect. We encourage innovation, experimentation and creativity, as well as contributions to equity and inclusion, in the pursuit of excellence for all members of our university community.

**Position Purpose:** Reporting to and under general supervision of the Associate Director, Conference and Event Services, the CES Event Specialist initiates, coordinates, and executes a variety of administrative and analytical tasks in support of Conference and Event Services accounts. The incumbent is responsible for preparing agreements and contracts, maintaining account relationships, overseeing development, evaluation, and coordination of an event setup to arrival, inputting data into the campus scheduling software, catering software, project management software as well various spreadsheets and forms, recommending product and service enhancements, adhering to internal communication methods, following customer service standards and coordinating product and service deliveries. The incumbent is expected to use independent judgement to make decisions, interpret and apply department, division, campus and system-wide policies and procedures, perform research when needed, prepare and analyze budgetary and other financial reports, provide support documentation and provide general office assistance in support of the office. Assignments require handling of multiple work priorities and accountability for own work results. The position requires a significant amount of customer contact and information coordination and contacts involve interaction with all levels inside and outside the university, and may include dealing with sensitive and confidential information.

**Major Duties:** Major duties of the position include, but are not limited to, the following:

- Acting as the liaison between internal and external service providers for student organizations, campus departments and external groups in the planning, coordination, and execution of conferences, events, catering, and related use of campus facilities.
- Acting as the University’s representative and primary point of contact while working with external groups.
- Planning and managing multiple simultaneous events with concurrent timelines and deadlines.
- Serving as the on-going contact for customers requesting services and advises customers of options.
- Researching specialized needs from each client and work across University departments to facilitate the implementation of any unique services required.
- Ensuring campus and external service providers are intimately aware of all details and plans necessary to execute all events and services.
- Developing successful working relationships with service providers and appropriate contacts to ensure customer satisfaction.
- Analyzing event information provided by the client and applying University policies and departmental procedures appropriate to the event, including but not limited to sales and solicitation, time place manner, food service and sales, hospitality, central fund, etc.
- Ensuring all clients are aware of, and agree to follow, University policies and procedures.
- Analyzing budgets to create event and catering packages to meet available funding. Reviewing departmental budget requirements to ensure new projects meet budgetary needs.
- Evaluating each event to determine if there is a need to acquire special permitting from campus and external organizations (i.e. Department of Alcoholic Beverage Control, State Fire Marshal’s Office, University Police, etc.) and follow the proper procedures and deadlines required by these departments.
- Entering data and schedules events into applicable software systems including, but not limited to, 25Live, Social Tables, and Caterease.
• Fostering return business by analyzing past client feedback and successes through both direct communication and survey review.
• Contributing to the development of University policies, departmental procedures, and event related guidelines.
• Assisting in student assistant training, facilitating meetings and providing input on performance reviews. Mentoring CES student assistants and interns to help them develop their professional skills.
• Participating in the continual development and updating of departmental trainings.
• Providing support to the Associate Vice President for Administration and Finance, Managing Director of EA Operations and Administration, the Associate Director, and/or other Entrepreneurial Activities staff on special projects.

Secondary Duties: Performs other secondary duties as assigned.

Work Environment: Duties will primarily take place in an office setting however additional duties may be performed in various locations on the Sonoma State University campus, including working both indoors and outdoors to support and participate in university activities and events. The normal work schedule is Monday through Friday aligned with regular campus hours. Your specific start time is determined by your Appropriate Administrator. As a non-exempt employee, any request for overtime will be specified and pre-approved by Appropriate Administrator. Evening and weekend hours may be required and will be specified only by the supervisor to meet operational needs. This position may also be eligible to participate in the campus Telecommuting Program to engage in limited telecommuting as operationally feasible. The incumbent must maintain regular and acceptable attendance at such levels as is determined by the Appropriate Administrator. The position may require occasional travel, by automobile and airplane, and the incumbent must be able to work some night and weekend hours with overnight stays.

This position requires, with or without reasonable accommodations, the ability to frequently sit, move or stand for office and/or event functions, be at a computer for 6-8 hours/day, occasionally reach with hands and arms, climb or balance, stoop and kneel and lift objects of up to 30 lbs in weight.

Minimum Qualifications: This position requires a bachelor’s degree and/or the equivalent training and administrative work experience involving study, analysis, and/or evaluation leading to the development or improvement of administrative policies, procedures, practices, or programs. Working knowledge and experience in event and conference coordination is preferred. Intermediate proficiency with computers and Microsoft Office applications required. Knowledge of Google Suite, PeopleSoft and a variety of web-based scheduling packages such as 25Live, Social Tables, Trello and CaterEase preferred.

In addition, typical knowledge and skill requirements include:
• Working knowledge of general practices, program, and/or administrative specialty and basic knowledge of and ability to apply fundamental concepts;
• Working knowledge of budget policies and procedures; and knowledge of basic methods and procedures for research and statistical analysis and the ability to apply them;
• Ability to learn, interpret, and apply a wide variety of policies and procedures relating to and impacting the unit;
• Ability to analyze data and make accurate projections using business mathematics and basic statistical techniques;
• Ability to organize and plan work and projects including handling multiple priorities;
• Ability to make independent decisions and exercise sound judgment, discretion and initiative in performing complex work;
• Ability to compile, write, and present reports related to the unit.

The Event Specialist must possess the ability to successfully coordinate all pieces of executing an event or conference agreement; possess strong organization skills and the ability to organize and plan work and projects including handling multiple tasks with competing deadlines concurrently; possess strong written and oral communication skills and clearly communicate details to appropriate service providers and contacts for necessary event services; effectively communicate with all levels within the university and establish and maintain productive and effective, inclusive working relationships amongst diverse populations including staff, faculty, administration, students, and other internal and external constituents; listen carefully to
questions, problems, opinions, and suggestions from others and respond effectively and appropriately; provide outstanding customer service to students, staff, faculty, and visitors while working in a professional, fast-paced environment; accept constructive feedback and work cooperatively in group situations; follow through on details and services provided to customers; demonstrate initiative; meet strict deadlines and work under pressure; maintain a positive attitude in the office; and be a team player. The incumbent must have the demonstrated ability to establish and maintain effective working relationships within and outside the workgroup and serve as a liaison for the organizational unit. Must also possess the ability to operationalize sustainability concepts (economy, society, environment) into all aspects of performing job duties.