

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, equity, 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 the Associate Director, Conference and Event Services, the Senior Event Specialist performs varied administrative, technical and analytical duties in support of the Conference and Event Services unit. Work involves independently planning and performing policy research, and participating in the development, alteration, implementation, evaluation and analytical reporting of customer satisfaction, workflows, procedures and staff efficiencies, this includes working with the Associate Director to recommend alternatives and best courses of actions for necessary student staffing structure, staffing and budget allocations. The incumbent independently plans and coordinates event setup to arrival, maintains account relationships; recommends product and service enhancements; compiles and inputs data into various platforms, and prepares and presents agreements, contracts, and reports with reliable conclusions and recommendations for action. The incumbent contributes to the completion of broader and more complex unit projects and goals, often providing project leadership and representing the unit on key projects. 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:

- Makes independent decisions on day-to-day operations including service priorities, allocation of space and interpretation of complex policies and agreements.
- Conducts ongoing assessment of workflows with service partners; proposes improvements for administrative policies, procedures, practices; assists in recommending and implementing new applications, and supports process improvement of internal unit projects.
- Provides lead work direction to administrative and student staff, including accountability for results. Trains others on new skills and procedures. Facilitates student assistant meetings and provides input on performance reviews.
- Interprets and applies complex policies and procedures and facilitates administrative processes with special emphasis in event coordination.
- Analyzes and address problems using reasoning; identifies administrative needs and develops and recommend alternatives and best courses of action.
- Analyzes data and makes accurate projections by using business mathematics and basic statistical techniques and applying basic methods and procedures for research and statistical analysis.
- Converts Requests for Proposals (RFPs) and leads into successful events through timely and effective responses.
- Serves as the event administrator and University's representative for student organizations, campus departments, and external groups. Collaborates with campus service partners and external agencies in planning, coordinating, and executing conferences, events, catering, and related use of campus facilities.
- Plans and manages multiple simultaneous events with concurrent timelines and deadlines.
- Serves as the on-going contact for customers requesting services and advises customers of options.
- Researches specialized needs from each client and works across University departments to facilitate the implementation of any unique services required.
- Works closely with Purchasing, and vendors to facilitate specialized purchasing contracts. I.e., sponsorship agreements between campus departments and external clients, redlining lease negotiations, and specialized vendors brought in by University service partners to meet event needs.
- Ensures campus and external service providers are intimately aware of all details and plans necessary to execute all events and services.

- Establishes and maintains effective working relationships and facilitates project coordination with service providers and appropriate contacts to ensure customer satisfaction.
- Analyzes event information provided by the client and applies 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.
- Ensures all clients are aware of, and agree to follow, University policies and procedures.
- Analyzes budgets to create event and catering packages to meet available funding.
- Reviews departmental budget requirements to ensure new projects meet budgetary needs, i.e., evaluates new applications to increase efficiency and the financial impact to the department.
- Participates in and recommends professional development opportunities such as industry events, memberships, and certifications to stay up to date with industry standards and enhance expertise.
- Evaluates 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.
- Enters data and schedules events into University scheduling software. Develops resource needs and enters into Social Tables and Caterase.
- Fosters return business by analyzing past client feedback and successes through both direct communication and survey review.
- Tracks rate of return, customer satisfaction surveys, and conducts wrap meetings with clients and service partners to make notes for the next event.
- Participates in and lead sessions for process improvement meetings with service partners. Develops tools and resources to enhance clarity and efficiency.
- Contributes to the development of University policies, departmental procedures, and event related guidelines.
- Participates in the continual development and updating of departmental trainings.
- Conducts periodic reviews of department website; checks information for accuracy and working links; provides feedback on updates needed; and recommends improvements.
- Provides 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. As an exempt employee you have some flexibility in your schedule however must be available during the regular campus hours Monday through Friday to meet the operational needs of the campus and department. 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 20 lbs in weight.

Minimum Qualifications: This position requires a bachelor's degree and/or equivalent training, along with administrative work experience involving study, analysis, and/or evaluation leading to the development or improvement of administrative policies, procedures, practices, or programs, plus two years of related experience in event and conference coordination. Intermediate proficiency with computers proficiency with computers, Google

Suite and Microsoft Office Suite (Word, Excel) required. Knowledge of PeopleSoft and a variety of web-based scheduling packages such as 25Live, Social Tables, Trello and Caterease preferred.

In addition, work assignments typically require the following knowledge and skill requirements:

- Working knowledge of and ability to apply standard theories, principles, practices, and techniques applicable to the coordination of events to develop conclusions and make recommendations.
- Thorough knowledge of policies, procedures, and outside regulations pertaining to the coordination of events.
- Working knowledge of operational and fiscal analysis and techniques.
- Ability to take initiative and independently plan, organize, coordinate, and perform work in various situations where numerous and diverse demands are involved.
- Skill in the research, development and evaluation of policies and programs, including skill in the collection, evaluation, and interpretation of data to develop sound conclusions and make appropriate recommendations.
- Expertise in investigating and analyzing problems with a broad administrative impact and implications. Ability to anticipate problems and address them proactively.
- Demonstrated ability to effectively interpret, organize, and present information and ideas in written or presentation form.
- Ability to train others on new skills and procedures and provide lead work direction.

The Senior 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.