



USC University of
Southern California

Director, Events Job Description

JOB INFORMATION

Job Code:	143026
Job Title:	Director, Events
FLSA Status:	Exempt
Supervisory:	May oversee staff, students, volunteers, agencies and/or resource employees.
Job Family:	Sales
Job Family Group:	Marketing and Events
Management Level:	4 Administrator

JOB SUMMARY

Serves as a strategic partner and leader who oversees the entire event staff, providing direction and resources to ensure warm handoffs between teams and successful execution of all university events. Creates and implements systems for reviewing event profitability, while monitoring expenses and maximizing revenue. Manages event planning, staff scheduling and supervision; oversees preparation of work orders, conducts site inspections, and facilitates communication regarding event logistics and concerns. Learns steadily evolving locality trends while conducting ongoing sales and market research.

JOB QUALIFICATIONS:

Education

Req	Pref	Degree	Field of Study
X		Bachelor's degree	

Additional Education

Check here if experience may substitute for some of the above education.

<input type="checkbox"/>	Combined experience/education as substitute for minimum education
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Work Experience

Req	Pref	Work Experience	Experience Level
X		8 years	in special events
	X	5 years	in a progressively more responsible management and supervisory role for a comparable program/function

Additional Work Experience

Check here if education may substitute for some of the above work experience.

<input type="checkbox"/>	Combined experience/education as substitute for minimum work experience
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Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Proven, successful execution of past events (either online or in print).
X		Detail oriented, with exquisite communication skills and exceptional interpersonal skills.
X		Able to develop department goals necessary to accomplish organizational goals and monitor their implementation, making necessary changes and informing senior management, as needed.

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Familiar with strategic planning, able to assist in translating organizational vision to division goals, and capable of assessing complex situations and making decisions and/or recommendations across departments and functions.
X		Able to solicit bids, draft contracts and monitor contractors, and has experience in budget development and monitoring budget implementation.
	X	Experience in entertainment production and working with large brands and companies.
	X	Bilingual in English and Spanish. In-depth knowledge of the Los Angeles market.

Other Job Factors

- No set schedule. Will have to work weekends, evenings and/or holidays, based on business necessity.

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Oversees entire event execution staff. Leads, cultivates and mentors team members, providing direction and resources to ensure a warm handoff of and successful execution of all university events booked by both the inside and outside sales teams.				
Creates and implements systems for reviewing profitability of special events. Monitors revenue, expenses and overall profitability of third party rental programs to maximize earned revenue, and ensures goals are met.				
Manages the planning and execution of events, including staff scheduling and the supervision of events staff, those from other departments and divisions, and contracted vendors. As appropriate, reviews and authorizes time sheets for staff members working special events.				
Works closely with the Sales Director to communicate event successes that should be mentioned by sales teams, and with the special events staff to identify new ways to increase profitability.				
Prepares and distributes work orders, schedules and conducts site tours and inspections for potential and contracted clients, and upsells clients with tiered packages, special amenities, aesthetic upgrades, and more.				
Manages the setup, running and breakdown for events. Facilitates communication regarding event logistics and concerns with other Auxiliary Services and/or university departments.				
Conducts ongoing sales and market research for local markets and other niches in order to develop on-trend event execution strategies and offerings. Ensures marketing efforts meet goals and objectives, tie into university initiatives and are on-brand, as appropriate.				

Other Requirements

Essential:	Emergency Response/Recovery	Essential:	Mandated Reporter
	In the event of an emergency, the employee holding this position is required to "report to duty" in accordance with the university's Emergency Operations Plan and/or the employee's department's emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC's policy at: https://policy.usc.edu/mandated-reporters/
Campus Security Authority (CSA)			Essential:
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC's policy at: https://dps.usc.edu/alerts/clery/			Yes

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.