

**ANCILLARY SERVICES
CONFERENCE SERVICES
SPECIAL EVENTS AND SUMMER ACCOMMODATIONS
ASSISTANT MANAGER
JOB DESCRIPTION**

Reporting to the Manager, Conference Services, the Special Events and Summer Accommodations Assistant Manager provides support in the planning, meeting space bookings, and delivery of University of Prince Edward Island ceremonies, events, and summer accommodations. The primary focus of the position is to support the execution of institutional events and meeting bookings that impact both the campus and broader community. This will be achieved through the oversight of the University's room booking system and working with stakeholders both internally and externally. The position will also provide accommodation and conference development support to external organizers and planners coming to UPEI for conferences.

With signature UPEI events, such as Convocation and the Recognition of Founders, the position will serve as the primary point of contact. The position will also be expected to serve as a consultant for and partner with UPEI departments, offices, and groups to conceptualize, develop, and promote events and initiatives that are targeted to more specific audiences.

This position will require the ability to work well with members of the campus community, stakeholders, and vendors; adhere to budgets and timelines; and assist in the development of an event from concept to completion.

RESPONSIBILITIES:

INTEGRATE UPEI EVENTS

- Act as the first point of contact for individuals or groups on campus who are planning events or activities
- Provide leadership in the integration of events and initiatives hosted and delivered by members of the University community
- Working with Facilities Management, develop an overall University event guide which includes workflow guidelines and protocols for event planning. This will include the use of the University meeting space booking platform. This guide will differentiate Conference Services event responsibilities (external clients) from University event responsibilities (campus/internal clients)
- The Special Events and Summer Accommodations Assistant Manager will be responsible for maintaining the University's room booking software
- Maintaining, developing and/or improving the online UPEI event databases/calendars

SUPPORT KEY UPEI EVENTS

- Working with campus partners, support the organization of institutional events on campus including Convocation, Recognition of Founders Ceremony, installations, receptions, launches, and openings as well as special initiatives such as conferences (*in consultation with Conference Services*), symposia, banquets, etc.
- Work closely with Marketing and Communications team to coordinate traditional media relations, social media, and digital marketing strategies; develop marketing and collateral materials for key events; and ensure documentation of events
- Oversee event budgets, timelines, risk assessment/management, and operations including ordering, catering, parking planning, production, and additional logistics
- Research and manage site/venue selection, vendors, and other resources
- May oversee students and/or volunteer staff

CONSULT WITH/ADVISE STAKEHOLDERS WHO DELIVER UPEI EVENTS

- Serve as a consultant by establishing mutually supportive relationships with UPEI event committees or individuals (campus clients) who deliver events on behalf of UPEI offices and departments

- Serve as the liaison between the campus clients and Marketing and Communications
- Coordinate the establishment and maintenance of standards, formats, policies, and protocols for developing invitation and guest lists, issuing invitations, accepting and recording replies/registrations, approving event itinerary and content, preparation of remarks
- Provide on-site inspections, advise on, and monitor services for events including room set-up, menu, equipment needs, and overall venue appearance
- Report on deficiencies with the goal of improving service
- Record and measure success of campus events

QUALIFICATIONS:

- Experience working in a complex organization with demonstrated success in special event consultation, planning, and execution
- Experience in using a variety of communications tools and vehicles to communicate with internal and external audiences
- A demonstrated commitment to product quality, attention to detail and building exceptional relationships
- Knowledge and experience working within a Conference Services operation which includes accommodation booking and conference planning would be considered an asset
- Bachelor's degree in business administration/commerce, marketing, events, convention or hospitality management, or a related field

Abilities

- Demonstrated written and oral communications skills
- Strategic, analytical, creative, and organizational skills
- Ability to recognize problems and provide solutions
- Ability to consult and deal courteously and tactfully with individuals or groups from diverse backgrounds
- Advanced knowledge of the hospitality and events industry
- Ability to maintain a high degree of attention to detail
- Computer/technical skills—including familiarity with Windows and Macintosh O/S, MS Office
- Ability to perform well under stress, to manage multiple projects simultaneously, and complete projects to deadline
- Flexibility and ability to work outside of regular business hours