UNIVERSITY OF SOUTH FLORIDA

USF Job Class Description
JOB CODE: 9402
JOB TITLE: Conference & Events Planner
PAY PLAN: 21
CAREER BAND: E
FLSA: Exempt
CBU : 29
Effective 04/20/2007

Job Title: Conference & Events Planner

Job Summary

A Conference & Events Planner independently plans and schedules coordinated conferences and special events. This position serves as the primary liaison with internal units and external constituents, providing organizational leadership in developing, implementing and overseeing conferences, workshops, events, and public functions.

Nature of Work

This position typically reports to an AVP, Dean, Associate Dean, Director, Associate or Assistant Director, or other appropriate administrator in University Relations, Public Affairs, or campus, college, school, department, or center. Incumbents may have limited supervisory functions, but the primary function is as a professional individual contributor, providing specialized expertise in event development and organization, communication and public relations. A Conference & Events Planner utilizes independent judgment in making administrative and procedural decisions plan a range of special events. This position must possess strong interpersonal and communication skills; knowledge of meeting/event planning principles, requirements, procedures, and available resources; knowledge of cost analysis techniques; knowledge of conference facilities, technology and equipment; and the ability to bring all needed components together for a successful event.

Examples of Duties

The following list provides examples of the most typical duties for positions in this job class. Individual positions may not include all of the examples listed, nor does the list include all of the work that may be assigned to positions in this job class.

- Fosters coordinated event planning efforts with members of the college, school, department, center and/or external community as appropriate to the event.
- Plans, schedules, and monitors logistical activities for special events, including arrangements for registration, meeting facilities, meals, lodging, audiovisual equipment and operators, transportation and tours.
- Evaluates program/event histories, budget considerations, contractual provisions, and planning committee recommendations to determine requirements as to space, facilities, technology, equipment, lodging, catering, and on-site management.
- Serves as primary liaison with internal and external constituencies on all maters relating to program activities; represents the unit with respect to program activities on a local, regional, and/or national basis.

- Compiles and reviews statistical data; develops and prepares various periodical and ad hoc reports, summaries, analyses, and projections.
- Oversees and coordinates the activities of volunteers, staff, and students to include training, scheduling, work allocation, and problem resolution; employs motivational techniques to achieve peak productivity and performance.
- Designs and prepares various marketing materials, to include brochures and flyers for meetings and conferences.
- Researches, develops, and/or edits (or works with others to accomplish) press releases, articles, and notifications via e-mail for internal and external media publications as appropriate.
- Participates in budget development for special events. Secures bids and negotiates contracts with event sites; monitors and evaluates contract performance.
- Monitors fiscal event planning for permissible expenditures, oversees billing accuracy from vendors and coordinates invoice processing with departmental accounting staff.
- Markets, coordinates, reserves, and supervises the use of public spaces on campus. Develops and implements a marketing plan to promote these spaces for meetings and events. Develops and implements operational policies for use of public spaces.
- Performs other administrative and support duties as required in support of the mission and strategy of the unit.

Minimum Qualification Requirements

This position requires a Bachelor's degree in communication, marketing, public relations, hospitality management, business management, digital media, or related field, with two years of experience in related positions; or a Master's degree in the fields listed above. Appropriate college coursework or vocational/technical training may substitute at an equivalent rate for the required experience.

Special Working Conditions

This work typically requires travel to conference and event sites, working evenings and weekends during conferences and events.