



Approved by the Board of Trustees on March 12, 2024
FLSA: Exempt

EVENT PLANNER

DEFINITION

The Event Planner Manager is a highly responsible and visible role within the Victor Valley College Foundation. The incumbent plans and executes events to directly raise funds while cultivating, recognizing, educating, and stewarding donors and prospects. This position carries a high degree of autonomy and will work collaboratively with the Executive Director to implement a plan and strategy for each event.

SUPERVISION RECEIVED AND EXERCISED

Received general direction from the Foundation Executive Director. Exercises direct supervision over technical and administrative staff.

CLASS CHARACTERISTICS

This is a management classification responsible for exercising independent judgement on diverse and specialized activities related to the administration and operations of the District's Education and Event Center with ongoing decision-making responsibilities associated with the work. Incumbents are responsible for planning, organizing, supervising, reviewing, and evaluating the work of assigned staff and for overseeing day-to-day operations and for providing professional level support to management in a variety of areas. Performance of the work requires the use of independence, initiative, and discretion within established guidelines.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Manage and oversee the daily operations and rental of the Education and Event Center and other campus facilities, including scheduling of events and personnel management.
- Assists in developing new events, and maintains, organizes, and manages existing fundraisers and special events from concept to completion, ensuring they operate smoothly, efficiently, and generate maximum revenue and exposure.
- Participates in the development of goals, objectives, policies, and procedures for assigned services and programs; recommends and implements policies and procedures including standard operating procedures for assigned services.
- Provides input on stewardship strategies to ensure seamless transition between fundraising events and stewardship activities.
- Participates in the development, administration, and oversight of budgets.
- Liaises with College leadership, event Committees and the Communications department on the development of media, marketing materials, announcements, photo opportunities and event scripts.
- Manage facility use contracts and leases, including negotiating terms and conditions, ensuring compliance, and managing relationships with the community, vendors and service providers.
- Develops and implements business and marketing plans for use of the event center and other campus facilities.
- Maintain inventory of contracts and facility use agreements. Manage, review, and renew contracts and agreements as needed.

- Manage requests for proposals, including reviewing proposals, negotiating contracts, and ensuring compliance with all applicable laws and regulations.
- Develops, implements, and reviews all current practices and programs.
- Supervise, evaluate, and train assigned staff.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in service areas; research emerging products and enhancements and their applicability to District needs.
- Maintains files, databases, and records related to administration and operations; prepares a variety of written reports, memoranda, and correspondence.
- Works productively and cooperatively with others by demonstrating respect, patience and equitable treatment of all internal and external customers.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Enterprise business models
- Principles and practices of financial record keeping, including contracts, purchasing, and cash handling.
- Principles and practices of contract administration and management
- Principles of budget development and administration.
- Principles and practices of leadership.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- General knowledge of accepted business and retail practices.
- Techniques for effectively representing the District with government agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Techniques of providing a high level of customer service by effectively interacting with students, staff, faculty, representatives of outside organizations, and members of the public, including individuals of diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, physical ability, and sexual orientation.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.
- Effective practices and techniques of event planning
- District and mandated safety rules, regulations, and protocols.
- Diversity, equity, inclusion, and access.

Ability to:

- Effectively plan, organize, and direct the functions and activities of event management and facility rentals.
- Assist in developing and implementing goals, objectives, practices, policies, procedures, and work standards.
- Evaluate and develop improvements in operations, procedures, policies, and methods.
- Develop and monitor budgets and effectively utilize resources.
- Effectively coordinate and administer a variety of services, programs, and activities.
- Make accurate arithmetic, financial, and statistical computations.
- Prepare bids, RFPs, and negotiate contracts according to applicable rules, regulations, and requirements.
- Research, assess and implement innovative technologies and procedures.

- Establish and maintain a variety of filing, record-keeping, and tracking systems.
- Effectively represent the department and the District in meetings with governmental agencies and various businesses and professional organizations, and in meetings with individuals.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Demonstrate sensitivity to, and understanding of, the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds of community college students.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Education:

- Equivalent to a bachelor's degree from an accredited college or university with major coursework in business administration, hospitality, communications, or related field.

Experience:

- Five (5) years of increasingly responsible managerial experience in event coordination and management.

Licenses and Certifications:

- None.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.