

Position: Associate Director of Special Events  
Grade: 56  
Reports to: Senior Director of Special Events

## **Overview**

The Associate Director of Special Events will support a significant part of the University's advancement operation. This individual will work independently to create, implement, and follow-up on high-end development events and programs, including donor cultivation and recognition events, events with the President and Board, regional activities, and dedications. The Associate Director is responsible for insuring that all events meet the highest quality standards.

The Associate Director will work cooperatively with colleagues across University Advancement to create and implement events that support the University's fundraising objectives. These events will take place in both Rochester (particularly at Meliora Weekend) and cities across the country (primarily Los Angeles, San Francisco, and Boston). The person will have responsibility for all details of the event and for reporting their progress back to the Senior Director of Special Events. There will be extensive interaction with high-level University administrators, donors, and volunteers as well as some informal supervision of support staff who will assist with the registration process and other event-related duties.

This position requires excellent leadership, organizational, customer service, and communication skills and the ability to work autonomously. The Associate Director must have good judgment, be results-oriented, and donor-centric. This individual must have the ability to adjust to changing priorities and challenges in a busy environment. Must be able to work under pressure of deadlines; must be able to travel locally and nationally; weekend and evening work will be required.

## **Specific Duties**

### **80% Event Management**

- **60% Donor recognition events, regional events, and presidential events:** Work cooperatively with internal partners to plan and implement engagement, stewardship, and cultivation events of various sizes and locations. Activities will include all-constituency regional events with the President, George Eastman Circle and Wilson Society events, academic lectures and keynote speakers, small cultivation dinners, and other gift recognition events. Oversee all aspects of the logistical arrangements and work closely with key volunteers and high-level University administrators.

Specific responsibilities include:

- Researching and securing venues and maintaining knowledge of venues in various cities. Identifying, selecting, and negotiating with a wide range of vendors, including caterers, AV companies, florists, etc., to carry out the details of the program.
- Overseeing the production of all publications and related collateral materials and the coordination of mailing lists as well as managing the marketing for each event.

- Developing and managing the program flow and involvement of speakers, which will likely include the President, Deans, Board members, faculty, and high-level donors/volunteers. Writing briefings and interacting with leaders mentioned above to make sure all speakers are prepared.
  - Managing budgets and making budget-related decisions.
  - Traveling to events and managing all on-site logistics while there. This could include 6-12 trips per year.
- **20% Meliora Weekend:** Manage various large-scale events during the University's annual alumni weekend, including events with the Board of Trustees. Serve on the Meliora Weekend Workgroup and Steering committees and interact frequently with colleagues in the Office of Alumni Relations.

**10% Regional Strategic Planning:** Work collaboratively with partners in Alumni Relations and Regional Advancement to oversee the event and engagement strategy for Los Angeles, San Francisco, and Boston regions. Serve as the Special Events representative on the core regional planning team for each area, provide advice and strategy on what event should take place and what prospects should be engaged, and maintain knowledge of each region and the key prospects in them.

**10% Other duties as assigned by the Senior Director of Special Events**

**Requirements:**

- Bachelor's degree
- 5-8 years of event planning, development, volunteer management or comparable experience
- Ability to travel 6-12 times per year; evening and weekend work

**Skills:**

- Outstanding written, verbal and interpersonal skills
- Strong leadership skills and ability to work independently
- Ability to work collaboratively with various constituent groups, colleagues, volunteers and campus partners
- Ability to gather, condense and synthesize information and ability to provide accurate analysis and summaries
- Experience with computer technologies and sophisticated software applications
- A personal belief in mission, goals and objectives of private higher education

**Preferred Background:**

- Experience directing advancement activities and working with donors and alumni leaders
- A general knowledge of institutional fundraising is preferred