



Classification Description

Job Title: Associate Director, Event Services

Pay Grade: 116

Job Code: 3940

FLSA Status: Exempt

Job Purpose

The Associate Director of Event Services participates in the leadership and management of event and conference services. College-wide. The position also oversees the contract and operations of certain athletics facilities including the Suncoast Credit Union Arena. Work requires close adherence to College Policies and Procedures and applicable Federal and State laws. This position ensures compliance with contract terms and monitors financial performance. This position acts as the primary liaison between the institution and contracted service providers.

General Responsibilities

Essential Functions

Responsible for the continued develop and oversight of central scheduling, event services, camp and conference services and assigned facilities College-wide. The position manages, markets, and recruits year-round conference and event programming that generates revenue to Auxiliary Services, while balancing internal and external demand to book desirable business levels.

Manages central event scheduling for both internal and external customers, prepares rental contracts, verifies insurance coverage, and coordinates campus equipment and services such as audio-visual, and catering, and room set-up needs. Supervises outside vendors, contractors, assigned staff, etc., as needed.

Oversees the management and scheduling of the Suncoast Credit Union Arena including, but not limited to, operations management of FSW events, hiring, training and supervising event staff, and working with departments and outside organizations in event coordination. Works directly with departments such as athletics in the operations management of all home athletic events and space needs with in the facilities. Works collaboratively with Professional Facilities Management, Inc. (PFM) in regards to PFM rental and at-risk events.

Oversees the set-up, tear down and game operations for all home games, communicates with maintenance, custodial, grounds and police and parking crews, manages scheduling of practice and game times. Supervises assigned staff. Manages on-site programs and events activities, ensuring the successful implementation of the events through effective management, multitasking, and ability to handle issues expeditiously and render sound, on-the-spot decisions.

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Develops an innovative one-stop shop approach for events on campus. Prepares pre- and post-event analysis, assess opportunities; provides recommendations for improving services to internal and external constituencies. Leads major events and programs by actively managing departmental staffing and resources.

Ensures assigned staff are properly trained to provide personal attention to all customers throughout the event process including, but not limited to, touring of campus facilities, providing room layouts, coordinating needed campus services, and attendance at events as necessary. Cultivates an exceptional customer service culture across the College for all events.

Provides leadership for high-level College events (Board of Trustee meetings, donor events, Commencement, etc.) that are complex due to headcount, external visibility, or VIP attendees.

Builds positive working relationships with faculty, staff, and students to ensure day-of support for all events. Provides leadership, management, training, and supervision of the event management team with a focus on continuous improvement. Hires, trains and supervises event services staff and office with a "hands on" approach and orientation to people, programs and services. Conducts preformation evaluations.

Develops and implements strategies for generating internal and external conferences, events, programs, and camps. Responsible for creating programs with the goal of generating revenue, increasing visibility and awareness of FSW, and enhancing the College's mission. Emphasis is on growing/enhancing the Events and Conferences Program. Provide client relationship management through tours, contract negotiation, logistical arrangements, and general support.

Develops, implements and directs all aspects of the Lee Campus summer camp and conference program including development of programs, coordination, marketing, and promotion of services. Ensures associated contracts for use of housing, meeting space, meal plans, and other College programs and services are complete and accurate. Hires, manages and evaluates camp program staff consisting of direct reports, faculty, outside contractors, College students, and volunteers. Maintains and follows best practices to comply with state guidelines required of programs for the safety and program support of minors.

Responsible for the several budgets within the events services area. Tracks revenue and expenditures with the intent to meet revenue projections and reduce expenses. Maintains financial reports that assist in developing annual budget. Prepares budget proposals, recommendations, and approvals where appropriate. Responsibility for revenue projection and budget management. Researches and recommends equipment purchases and maintain inventories.

Leads the development and implementation of College guidelines, policies and procedures pertinent to event services.

Works collaboratively with the College's contracted food service provider to oversee quality of catering, ensures contractual obligations are met in regards to catering services.

Ensures assigned staff properly manages the day-to-day operations of the Suncoast Arena concessions, which includes scheduling student workers, managing inventory, ordering supplies and assisting otherwise as needed.

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Manages assigned staff that ensure products are displayed and merchandised appropriately in Concessions and assists with maintaining service areas.

Manages assigned staff that ensure proper product control, handling of inventory and equipment, and follows food safety/sanitation guidelines.

Manages menus & beverage list prices, and is responsible for the selection of products and décor of items used within the concession areas.

Responsible for project management and development of event and conference technologies including but not limited to, 25Live and Social Tables. Collaborates with appropriate Auxiliary Services and Enterprise Application Systems personnel regarding troubleshooting and functionality of 25Live, continues implementation and development of the software.

The position is also responsible for overseeing the development and implementation of a comprehensive marketing plan and other materials required to promote the Colleges' capacity for hosting conferences, camps, and special events. Develops, reviews and manages content on Event & Conference Services website. Works collaboratively with the Auxiliary Services Promotions and Communications Coordinator to develop marketing and promotional materials related to event, camp and conference services.

Responsible for the preparation annual effectiveness reports and corresponding unit plans. Works with staff on unit planning and achieving short- and long-term objectives in support of the College's Mission Statement, Vision Statement, and Strategic Plan. Assists the Director in identifying, building and enhancing business relationships with other departments/individuals; develops proposals, makes presentations, and coordinates integration of outcomes into department goals and objectives; assist in conducting evaluations and assessments of divisional programs and objectives.

Gathers, monitors and presents statistical data and prepares various periodical and ad hoc statistical reports, summaries, analysis, and projections.

Participates on FSW and department committees. Participates in regional and national association conference and stays abreast of operations and trends in summer conference housing operations.

Hires, trains, coaches, evaluates, and supervises assigned personnel.

Represents department leadership at meetings, events and other forums, as needed.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

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Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree from a regionally accredited institution of higher education in business, management, marketing or related field.

Six (6) years of full-time professional work experience in event management/customer service, appropriate financial experience, or other related experience.

Demonstrated experience using a personal computer, office software such as MS Office and electronic mail.

Must possess excellent interpersonal and customer services skills with a variety of constituencies and be willing to contribute to a team effort.

Personal and educational philosophy compatible with the goals, objectives, and mission of the College.

Ability to work evening, early morning and/or weekend hours as needed.

Ability to travel independently to all FSW campuses in Lee, Charlotte, Collier and Hendry counties on a frequent basis.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

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Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: April 1, 2021. Revised: April 27, 2023. Revised: July 1, 2023, August 5, 2026 (r).