

# San Diego Community College District

## CLASSIFICATION DESCRIPTION

**Title:** District Events Director

**Unit:** Management

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**Job Code:** C3901  
**Original Date:** 2/2023  
**Last Revision:** 2/2023  
**Staff Type:** Classified  
**FLSA status:** Exempt  
**Salary Range:** 2

### DEFINITION

Under the general direction of the Vice Chancellor of Operations, Enterprise Services, and Facilities or assigned manager, the District Events Director position develops, implements, and manages districtwide conference and event programs. The Director is an entrepreneurial leader responsible for developing and maintaining relationships with diverse external stakeholders to build, grow, and maintain a revenue generating enterprise. Key administrative duties include budget development and management for the program, expenditure control, acquiring supplies and services, business and client development, program marketing and communication, and ensuring equitable and efficient program operations and services.

### EXAMPLES OF DUTIES

1. Lead the administration, organization, and operation of districtwide conference and event programs within a broad framework of policies, procedures, laws, regulations, strategic objectives, and the District's mission.
2. Develop strategic plan goals, objectives, and activities to develop, grow, and sustain events program business.
3. Lead the preparation of the annual program operating budget, provide direct oversight for expenditure and purchasing control, develop and oversee contracts with clients and vendors, and develop business and clients to generate revenues greater than program costs.
4. Coordinate and oversee conference and event support services including facilities services, security, food and beverage services, technology support, and related services.
5. In collaboration with the District's Communications and Public Relations Division, develops and implements a marketing and communication strategy to develop new business, expand existing business, attract new clients, and develop sustainable annual revenues.
6. Represent the District in local, regional, state, and national networking events to identify and develop collaborative relationships and client and business development opportunities; develop symbiotic relationships with local hospitality vendors.
7. Negotiate contracts for use of facilities, rentals, and event support services and coordinate client needs at college and District facilities.
8. Plan, organize, direct, supervise and lead daily operations in the district events program, including assigning job duties and work schedules, providing timely feedback on performance, conducting performance evaluations, assessing training and professional development needs for assigned staff and providing training opportunities, participate in hiring and onboarding new staff, and participate in corrective and disciplinary processes with assigned staff.
9. Evaluate current program operations and identify, develop, implement, and revise policies and procedures to maximize effectiveness, efficiency, and equity in services, accuracy in data collection and recordkeeping, and compliance with current legal requirements.
10. Interpret and explain policies, procedures, laws, regulations, and guidelines relevant to the district events program to a wide variety of stakeholders including current and prospective clients, faculty, executive managers, supervisors, direct reports, and others as appropriate.

11. Provide timely and effective communications to stakeholders, clients, employees, executive management, the Board of Trustees, and others as necessary for effective program operations.
12. Oversee production of reports and materials for presentations to the Board of Trustees, appropriate stakeholders, and in response to requests for information.
13. Participate proactively in assigned committees and special projects; cooperate, coordinate, and collaborate with stakeholders as appropriate to advance events program strategic objectives and effective operations.
14. Utilize technology resources effectively to automate routine processes and procedures, improve efficiency of operations, and maintain currency with operational standards; evaluate and recommend changes in technology resources to improve operations; collaborate proactively with I.T. /Technical staff to make programming changes necessary to meet regulatory requirements; and ensure use of technology resources results in equitable services and outcomes for diverse communities.
15. Work collaboratively and professionally with faculty, staff, students, and other stakeholders from diverse academic, socioeconomic, cultural, disability, gender and ethnic communities.
16. Demonstrate cultural humility, sensitivity, and equity-minded leadership in working with individuals from diverse communities; model inclusive behavior, and achieve equity in outcomes.
17. Contribute positively to a culture of diversity, equity, and inclusion; take action to promote staff diversity, address equity gaps impacting students, and create an inclusive environment.
18. Perform related duties as assigned.

### **DESIRABLE QUALIFICATIONS**

#### Knowledge:

- Applicable California Education Code provisions and Title V requirements.
- Contract negotiation, compliance, and management.
- District organization, operations, mission, strategic objectives, policies, procedures, and rules.
- Effective communication methods, techniques, and modes with diverse stakeholders.
- Effective, efficient, and equitable professional and service-oriented office operations, procedures, and practices.
- Effective events program operations within a diverse educational and professional environment.
- Effective information and record management methods.
- Federal and state laws, regulations, and programs related to use of facilities, rentals, and events programs
- Lived experiences of individuals from diverse academic, socioeconomic, cultural, disability, gender, and ethnic communities.
- Principles of effective project management.
- Software applications, computer systems, and other technology resources used in the administration of events programs.

Skills and Abilities:

- Communicate effectively with diverse stakeholders, orally and in writing.
- Conduct internal and external environment analyses to inform strategic planning processes.
- Define issues, analyze problems, evaluate options, develop sound conclusions, and make appropriate recommendations in accordance with applicable laws, regulations, policies, procedures, and rules.
- Develop and implement effective events program policies, and procedures.
- Develop professional business relationships with prospective clients, vendors, partners, and other stakeholders related to events program.
- Establish and maintain effective working and professional relationships with individuals from diverse communities.
- Learn from errors, determine appropriate corrective action, and prevent repeat occurrences.
- Maintain appropriate professionalism in stressful situations.
- Maintain accurate records and produce detailed, thorough, and accurate statistical analyses and reports.
- Make hiring recommendations, onboard, train, evaluate, supervise, develop, and discipline assigned staff.
- Manage multiple projects, tasks, and objectives simultaneously while meeting deadlines within established budgets.
- Operate and effectively use office technologies and software applications, including general business platforms and technologies specific to events programs.
- Organize, assign, prioritize, and guide work activities of assigned staff and provide timely, effective feedback.
- Provide training, professional development, and professional growth to assigned staff.
- Read, interpret, and apply laws, regulations, and guidelines impacting the effective, efficient, and equitable performance of the events program.
- Understand, evaluate, and provide strategic input on the impact of proposed and enacted changes in laws, regulations, guidelines, and effective practices impacting the events program.

Training and Experience:

Any combination of training and experience equivalent to: a bachelor's degree from an accredited college or university in public administration, business administration, event management, public relations, marketing or a related field, 10 years of progressively responsible, relevant business experience in a unit responsible for managing revenue targets.

Demonstrated cultural competency, sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, disability, gender, and ethnic backgrounds of community college students and staff.

**WORKING CONDITIONS**Physical Requirements:

Category III

Environment:

Favorable, usually involves an office.