



## Job Classification Description

### **DIRECTOR OF CONFERENCE AND GUEST RELATIONS/ ADMISSIONS ASSOCIATE – LSC UPV-PAT BARGAINING UNIT**

**Grade 12  
EXEMPT**

#### **BASIC FUNCTION**

To develop and coordinate college summer programs arrangements and coordinate scheduling for year round non-academic college-wide facilities. To carry out a variety of student recruitment and admissions assignments.

#### **CHARACTERISTIC DUTIES & RESPONSIBILITIES**

- Perform a full range of program planning and administrative functions for LSC summer programs. Develop and modify operating policies and procedures for special programs in accordance with institutional objectives and participant/client needs.
- Coordinate and oversee summer programs, including: research and planning tasks, such as pricing structure design, core program design, development of marketing goals and strategies; identify and solicit summer conference center clients; maintain ongoing contact with and offer continuing service to repeat clients; prepare and send out proposals and contracts.
- Schedule and coordinate summer facility use, including: confer with conference leaders to plan and coordinate all aspects of conferences; conduct on-site tours of facilities by prospective clients; oversee/perform a wide variety of tasks related to making necessary physical arrangements for conferences and programs (food service, housekeeping, facility set-ups, and so forth), including handling special requests and problems; greet groups upon arrival and monitor programs while in progress; act as site coordinator, overseeing all necessary physical arrangements.
- Plan and oversee conference and workshop budgets; prepare final account statements for conference groups; review and approve budgets of all programs in order to keep costs at a profitable rate, serve as liaison with accounting personnel regarding unusual account problems.
- Assist with promotional efforts for workshops and prepare and disseminate promotional materials.
- Coordinate year round facility scheduling, including: negotiate and coordinate year round scheduling of campus facilities with on-campus groups and outside community and professional organizations; meet with group leaders to plan details for meetings/programs and coordinate all necessary physical arrangements for programs, including facilities set-up, food service, custodial

service, technical support (AV and other equipment); perform follow-up billing/accounting tasks related to facility use.

- Supervise several staff assigned to provide support services for all assigned functions.
- Confer regularly with supervisor and other College departments/personnel to plan, coordinate and evaluate programs/services/activities, exchange information, resolve problems.
- Plan and administer records systems related to assigned functions.
- Prepare various administrative reports.
- Assist with recruitment, promotion and interviewing activities, including:
- travel to schools and college fairs within Vermont to meet with students, parents, guidance counselors and other high school personnel to promote LSC and recruit prospective students; give presentations to promote LSC; assist students with referrals to college services.
- Assist with the LSC annual fund campaign, alumni activities and other college development projects.
- Keep abreast of college admissions and development trends and practices.
- Perform other related duties as assigned.

### **SUPERVISION RECEIVED**

Direction is received from the Dean of Institutional Advancement.

### **SUPERVISION EXERCISED**

Functional and partial administrative supervision of one employee and several student staff.

### **MINIMUM QUALIFICATIONS**

Bachelors degree, plus three to four years of relevant administrative and organizational experience, or a combination of education and experience from which comparable knowledge and skills are acquired.

- Strong planning, administrative, and organizational skills; good budget management and basic supervisory skills. Good writing and analytical skills.
- Previous experience in conference planning/marketing/coordination and/or hotel management desirable.
- Excellent customer/client relations skills. Ability to effectively, represent the College to and negotiate with representatives of client and potential client organizations in marketing efforts, and ability to effectively coordinate the detailed arrangements of conferences.
- Ability to work cooperatively with a variety of College departments/personnel.
- Knowledge and/or experience with college admissions.

**This general outline illustrates the type of work which characterizes the job classification. It is not an all encompassing statement of the specific duties, responsibilities and qualifications of individual positions assigned to the classification.**