### Job Series Matrix

#### Job Family: Marketing

<table>
<thead>
<tr>
<th>Job Series: Events Planner</th>
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#### Job Series Summary:
Plan and execute Stanford University events, such as trade shows, seminars, conferences, sports or alumni events and other university related events. Coordinate logistics, including registration and attendee tracking, presentation and materials support and pre- and post-event evaluations. Procure and coordinate vendor services. Coordinate facility, exhibit set-up, equipment and catering requirements. Provide on-site event support. May research potential event locations and evaluate alternatives.

#### Core Duties
- Support the design, planning, implementation, and coordination of Stanford events.
- Contribute to vendor and site selection, arrangements, and scheduling.
- Coordinate event registration and confirmations.
- Process purchase requisitions and invoices; track event expenses.
- Provide general administrative assistance for department; handle phone calls, emails, and other correspondence relating to event(s).
- Liaise with donors, alumni, senior staff, faculty, trustees, and other staff.
- Coordinate facility, exhibit set-up, equipment, and catering requirements. Provide on-site support, such as check-ins, directions, equipment set-up, and event parking.
- Run database lists, and communicate registration status, reports, and data.

- Design, plan, implement, and coordinate customized events.
- Evaluate and select vendors and providers of services considering stakeholder requests and requirements.
- Serve as a member of an events team, and contribute in a wide variety of functional areas including decisions around budget allocation, event logistics and facilities.
- Consult with stakeholders to determine objectives and requirements.
- Inspect event facilities to ensure they conform to the event needs.
- Manage accounting operations relating to registration, including daily accounting procedures and reports, final monetary summaries, and/or account transfers.
- May serve as project leader on smaller scale events, coordinating teams that plan, implement, and manage all aspects of events such as: marketing, vendors, fan experience, ticket office, concessions, press and/or media.

- Initiate and lead meetings with stakeholders to plan scope and format of events, establish and monitor budgets, and/or review administrative procedures and event progress.
- Serve as project leader on specific events, coordinating teams that plan, implement, and manage all aspects of events such as: marketing, vendors, fan experience, ticket office, concessions, press and/or media.
- Responsible for budget planning and management, venue management and minimize liability and risks.
- Research and provide recommendations for potential event locations, and evaluate alternatives.

- Serve as project manager of multiple activities, scope out project tasks/team assignments and guide team to create work plans and schedules, monitor progress, and meet milestones.
- Oversee the management of event teams and/or production consultants to produce quality, multi-faceted events and productions.
- Establish and maintain relationships with internal and external university partners.
- Act as department representative at cross-departmental project meetings.
- Operate as account manager on deliverables, program metrics, and status reports.
- Work cross-departmentally to prepare and manage complex program budgets.
- Recommend and schedule events into appropriate off-campus and on-campus venues.
- Oversee registration strategy and logistics.
- May hire and oversee support staff, students and contingent event staff.

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Additional jobs in this series on following pages.
### Minimum Education and Experience Required

- **Associate degree and two years of relevant experience or combination of education and relevant experience.**

### Minimum Knowledge, Skills and Abilities Required

- Knowledge of supporting events.
- Ability to manage shifting priorities and handle numerous time-sensitive projects with multiple deadlines.
- Ability to work independently and be self-motivated.
- Demonstrated ability in problem solving, taking initiative, judgment, and decision-making.
- Excellent interpersonal, communication, time management, and customer service skills. Must be well organized and detailed oriented.
- Knowledge of Microsoft Office suite and other online documents, such as Google Docs.
- Ability to interact with a broad spectrum of customers.

- Demonstrated success planning events.
- Ability to work both independently and as part of a team.
- Ability to establish priorities, manage shifting priorities, and handle numerous time-sensitive projects with multiple deadlines.
- Demonstrated creativity, problem solving skills, taking initiative, judgment, and decision-making skills.
- Ability to accomplish goals working through formal and informal channels, with diplomacy and tactfulness.
- Excellent interpersonal, communication, time management, and customer service skills. Must be well organized and detailed oriented.
- Knowledge of Microsoft Office suite and other online documents, such as Google Docs.
- Ability to interact and successfully collaborate with a broad spectrum of contributing groups and customers.

- Investigate, document and report complaints regarding all aspects of events including customer service, crowd control and staff issues.
- May inspect event facilities for maintenance, janitorial and fire safety issues, ensuring enforcement of Environmental Health and Safety and other facility regulations. Arrange for correction if issues are found.
- Communicate with visiting entities such as vendors, teams, coaches and officials for assigned events.
- Train and supervise junior event planners in proper execution and implementation of events.
- May oversee support staff, students, and contingent event staff.

- Superior project and event management skills.
- Ability to manage a diverse team of staff and contingent labor, holding them to deadlines and the highest quality output.
- Demonstrated experience with financial management of complex event budgets requiring excellent analytical skills.
- Extreme attention to detail and deadlines; ability to prioritize and manage complex workflows.
- Excellent communication, time management, and customer service skills. Must be well organized and detailed oriented.
- Ability to accomplish goals working through formal and informal channels, with diplomacy and tactfulness.
- Demonstrated high level of confidence in making strategic decisions, good judgment, and innovative and creative problem-solving skills.
- Knowledge of Microsoft Office suite, File Maker Pro and knowledge of cloud applications such as Google Docs and Forms.
- Ability to interact and successfully collaborate with a broad spectrum of contributing groups and customers.

### Required

- **Bachelor’s degree and three years of relevant experience or combination of education and relevant experience.**

### Minimum Knowledge, Skills and Abilities Required

- Demonstrated success managing event teams and planning, developing budgets, and meeting budget goals.
- Excellent project management skills, and the ability to manage complex timelines and multiple projects.
- Ability to work both independently and as part of a team.
- Excellent interpersonal, communication, time management, and customer service skills. Must be well organized and detailed oriented.
- Exceptional customer service skills with the ability to cultivate partnerships.
- Demonstrated high level of confidence in making strategic decisions, good judgment, and innovative and creative problem-solving skills.
- Knowledge of Microsoft Office suite, File Maker Pro and knowledge of cloud applications such as Google Docs and Forms.
- Ability to interact and successfully collaborate with a broad spectrum of contributing groups and customers.

- Train and supervise junior event planners in proper execution and implementation of events.

### Required

- **Bachelor’s degree and five years of relevant experience or combination of education and relevant experience.**

### Minimum Knowledge, Skills and Abilities Required

- Superior project and event management skills.
- Ability to manage a diverse team of staff and contingent labor, holding them to deadlines and the highest quality output.
- Demonstrated experience with financial management of complex event budgets requiring excellent analytical skills.
- Extreme attention to detail and deadlines; ability to prioritize and manage complex workflows.
- Excellent communication, time management, and customer service skills. Must be well organized and detailed oriented.
- Ability to accomplish goals working through formal and informal channels, with diplomacy and tactfulness.
- Demonstrated high level of confidence in making strategic decisions, good judgment, and innovative and creative problem solving skills.
### Certificates and Licenses Required
- Valid Non-Commercial Class California Driver’s License.

### Physical Requirements
- Frequently stand/walk, sit, perform desk-based computer tasks, and use a telephone.
- Occasionally kneel/crawl, twist/bend/stoop/squat, grasp lightly/fine manipulation, and grasp forcefully, lift/carry/push/pull objects that weigh 21-40 pounds.
- Ability to obtain and maintain a California Non-commercial Class license and drive day or night.

### Working Conditions
- May require some travel and working evenings and weekends.
- Subject to and expected to comply with all applicable University policies and procedures, including but not limited to the personnel policies and other policies found in the University’s Administrative Guide, [http://adminguide.stanford.edu/](http://adminguide.stanford.edu/).
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### Work Standards
- When conducting university business, must comply with the California Vehicle Code and Stanford University driving requirements.
- Interpersonal Skills: Demonstrates the ability to work well with Stanford colleagues and clients and with external organizations.
- Promote Culture of Safety: Demonstrates commitment to personal responsibility and value for safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned.

### Promotions
- Manager Levels on next page
### Job Series Matrix

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<tr>
<td><strong>Job Title:</strong> Events Planner Manager 1</td>
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<tr>
<td><strong>Job Code:</strong> 4885</td>
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<td><strong>Grade:</strong> J</td>
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<tr>
<td><strong>Exemption:</strong> Exempt</td>
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<tr>
<td><strong>Effective/Revision Date:</strong> 01/20/2016</td>
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**Job Purpose**

- Provide leadership and direction for new and current event programs and projects for a department/unit. Contribute to the development of strategic plans and long-term objectives. Communicate organizational mission to staff, including student workers and volunteers, to maximize effectiveness and university exposure. Develop and mentor staff, providing opportunities for professional growth and ensuring the efficient operation of events.

**Duties**

- Manage staff in the day-to-day operations for functional area(s) of responsibility. Responsible for hiring and retaining staff, career coaching, personal development for direct reports and accountable for the performance of employees. Ensure work completion within schedule and constraints.
- Provide strategic leadership for the creation, development, and execution of events.
- Build effective and focused event planning teams; create strong morale and team spirit.
- Oversee the management of event teams and/or production consultants to produce quality, multi-faceted events and productions.
- Work cross-departmentally to prepare and manage complex program budgets and ROI proposals.
- Delegate both routine and important tasks and decisions, while assuming full responsibility for event logistics through effective team management.
- Frequently interact with subordinate supervisors, customers, and/or functional peer group managers, normally involving matters between functional areas or other schools, departments/units.
- Analyze successes and failures and implement improvements; marshal resources to accomplish goals.
- Build effective and focused event planning teams; create strong morale and team spirit.
- Oversee the management of event teams and production consultants to produce quality, multi-faceted events and productions.
- Work cross-departmentally to prepare and manage complex program budgets and ROI proposals.
- Oversee the management of areas of responsibility. Direct staff and provide leadership to achieve goals and vision of the organization and the day-to-day operations. Responsible for hiring and retaining staff, career coaching, personal development for direct reports and accountable for the performance of employees.
- Provide strategic leadership for the creation, development, and execution of events.
- Direct staff and provide leadership to achieve goals and vision of the organization and the day-to-day operations. Responsible for hiring and retaining staff, career coaching, personal development for direct reports and accountable for the performance of employees.
- Provide strategic leadership for the creation, development, and execution of events.
- Direct staff and provide leadership to achieve goals and vision of the organization and the day-to-day operations. Responsible for hiring and retaining staff, career coaching, personal development for direct reports and accountable for the performance of employees.
- Provide strategic leadership for the creation, development, and execution of events.
- Direct staff and provide leadership to achieve goals and vision of the organization and the day-to-day operations. Responsible for hiring and retaining staff, career coaching, personal development for direct reports and accountable for the performance of employees.
- Oversee the management of event teams and/or production consultants to produce quality, multi-faceted events and productions.
- Work cross-departmentally to prepare and manage complex program budgets and ROI proposals.
- Delegate both routine and important tasks and decisions, while assuming full responsibility for event logistics, through effective team management.
- Interact with senior management across the university in support of event planning goals for a school, unit or VP area.
- Analyze successes and failures and implement improvements; marshal resources to accomplish goals.
- Oversee the scope and difficulty of tasks, projects, and events; help team break down work into process steps. Identify opportunities for synergy and integration.

**Core Duties**

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**Effective/Revision Date:** 01/20/2016

**Exemption:** Exempt

**Grade:** J

**Job Code:** 4886

**Effective/Revision Date:** 01/20/2016

**Exemption:** Exempt

**Grade:** M

**Job Code:** 4887

**Effective/Revision Date:** 09/01/2019

**Exemption:** Exempt

**Grade:** L

**Job Code:** 4886

**Effective/Revision Date:** 01/20/2016

**Exemption:** Exempt

**Grade:** M

**Job Code:** 4887

**Effective/Revision Date:** 01/20/2016

**Exemption:** Exempt

**Grade:** M

**Job Code:** 4887

**Effective/Revision Date:** 01/20/2016

**Exemption:** Exempt

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**Effective/Revision Date:** 01/20/2016

**Exemption:** Exempt

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**Job Code:** 4887

**Effective/Revision Date:** 01/20/2016

**Exemption:** Exempt

**Grade:** M
• Scope the length and difficulty of tasks, projects, and events; help team break down work into process steps. Identify opportunities for synergy and integration.
• Develop on-going relationships with internal and external partners.

Minimum Education and Experience Required
Bachelor’s degree and eight years of relevant experience or combination of education and relevant experience.

Minimum Knowledge, Skills and Abilities Required
• Demonstrated history in creating innovative event planning strategies and successful event collaborations.
• Excellent judgment and decisiveness, high integrity, enthusiasm, diplomacy, and tact.
• A collaborative leader who engages and empowers an organized team of event planning professionals, fostering a strong, cohesive team environment.
• Superior verbal and written communication skills.
• Skilled at developing a staff of professionals and support personnel. Includes selection, motivation, and leadership of staff, as well as evaluation and development.
• Exceptional customer service skills with the ability to cultivate professional business partnerships.

Certificates and Licenses Required
• Valid Class C California Driver’s License.

Minimum Education and Experience Required
Bachelor’s degree and ten years of relevant experience or combination of education and relevant experience.

Minimum Knowledge, Skills and Abilities Required
• Demonstrated history in creating innovative event planning strategies and successful event collaborations.
• Excellent judgment and decisiveness, high integrity, enthusiasm, diplomacy, and tact.
• A collaborative leader who engages and empowers an organized team of event planning professionals, fostering a strong, cohesive team environment.
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Certificates and Licenses Required
• Valid Non-Commercial Class C California Driver’s License.
## Physical Requirements
- Frequently stand/walk, sit, perform desk-based computer tasks, and use a telephone.
- Occasionally kneel/crawl, twist/bend/stoop/squat, grasp lightly/fine manipulation, and grasp forcefully, lift/carry/push/pull objects that weigh 21-40 pounds.
- Ability to obtain and maintain a California Class C license and drive day or night.
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