
Position Description Form (PDF)

College: Sir Sandford Fleming

Incumbent's Name: VACANT

Position Title: Corporate Events Coordinator

Payband: I

Position Code/Number (if applicable):

Scheduled No. of Hours: 35 per week

Appointment Type: 12 months Less than 12 months (please specify # months: _____)

Supervisor's Name and Title: Drew Van Parys, Vice President, Economic & Community Development

Completed by: Drew Van Parys

Date: January 27, 2020

Signatures:

Incumbent:

Date:

(Indicates the incumbent has read and understood the PDF)

Supervisor:

Date:

Instructions for Completing the PDF

1. Read the form carefully before completing any of the sections.
2. Answer each section as completely as you can based on the typical activities or requirements of the position and not on exceptional or rare requirements.
3. If you have any questions, refer to the document entitled "A Guide on How to Write Support Staff Position Description Forms" or contact your Human Resources representation for clarification.
4. Ensure the PDF is legible.
5. Responses should be **straightforward and concise using simple factual statements.**

Position Summary

Provide a concise description of the overall purpose of the position.

Reporting to the Vice President Economic and Community Development, the Corporate Events Coordinator develops, coordinates, executes and evaluates as well as assists other departments in planning a variety of corporate and College-wide events to ensure that Fleming College is presented in a professional, welcoming and positive light with both internal and external stakeholders.

This position requires the ability to work irregular hours including evenings and weekends, as required.

Duties and Responsibilities

Indicate as clearly as possible the significant duties and responsibilities associated with the position. Indicate the approximate percentage of time for each duty. Describe duties rather than detailed work routines.

	Approximate % of time annually*
<p>Develop, coordinate, execute and evaluate corporate events as well as assist other departments to organize and plan other special events by:</p> <ul style="list-style-type: none"> - Organize and implement signature events for all campuses including scouting venues, arranging for space contracts and book venues, creating and revising room layouts for each event, arranging catering, ordering audio visual equipment, ensuring appropriate décor, and generally serving as the lead liaison with college clients and vendors on event-related matters. - Signature events include Convocation and awards events, fundraising events and galas, employee Town Halls and other corporate events as directed by the senior leadership team. - Investigate and analyze potential events that will position Fleming as a leader in education and in the community, based on audience, venue, timing, cost and opportunity. - Anticipate event logistics and timelines, develop event work back schedules. - Develop a plan to recruit volunteers and students to assist with events. - Produce appropriate invites and signage for events. - Arrange for event set-up and take-down. - Develop communications and promotional plans for the event in conjunction with the marketing team. - Prepare all materials and logistical requirements for the events - name tags, signage, giveaways, audio visual equipment, catering, etc. - Prepare proposed budget for each event for approval by internal stakeholders. - Ensure that all facility and event requirements adhere to College policies and relevant legislation, following risk management protocols in event planning to protect the health and safety of all participants. - Research entertainers to discuss details and cost. Interview entertainers and assist in selection. - Present to Project teams/task forces pre and post event. - Collect and submit invoices for payment. 	65%
<p>Coordinate with other marketing and communication resources as needed for events, including video, photography, media promotion.</p>	20%

Prepare event summary reports including attendance, budget and direct attendee feedback as well as recommendations for future events.	10%
Performs other duties as assigned.	5%

- * To help you estimate approximate percentages:
- | | | |
|---------------------|---------------------|---------------------|
| ½ hour a day is 7% | 1 hour a day is 14% | 1 hour a week is 3% |
| ½ day a week is 10% | ½ day a month is 2% | 1 day a month is 4% |
| 1 week a year is 2% | | |

1. Education

A. Check the box that best describes the **minimum** level of **formal** education that is required for the position and specify the field(s) of study. Do not include on-the-job training in this information.

- | | | |
|--|--|--|
| <input type="checkbox"/> Up to High School or equivalent | <input type="checkbox"/> 1 year certificate or equivalent | <input type="checkbox"/> 2 year diploma or equivalent |
| <input type="checkbox"/> Trade certification or equivalent | <input checked="" type="checkbox"/> 3 year diploma / degree or equivalent | <input type="checkbox"/> 3 year diploma / degree plus professional certification or equivalent |
| <input type="checkbox"/> 4 year degree or equivalent | <input type="checkbox"/> 4 year degree plus professional certification or equivalent | <input type="checkbox"/> Post graduate degree or (e.g. Masters) or equivalent |
| <input type="checkbox"/> Doctoral degree or equivalent | | |

Field(s) of Study:

Three year degree or diploma in Business, Communications, Marketing, and/or Public Relations or similar field.

B. Check the box that best describes the requirement for specific course(s), certification, qualification, formal training or accreditation in addition to and not part of the education level noted above and in the space provided specify the additional requirement(s). Include only the requirement that would typically be included in the job posting and would be acquired prior to the commencement of the position. Do not include courses that are needed to maintain a professional designation.

- | | |
|---|--|
| <input type="checkbox"/> No additional requirements | |
| <input type="checkbox"/> Additional requirements obtained by course(s) of a total of 100 hours or less | |
| <input type="checkbox"/> Additional requirements obtained by course(s) of a total between 101 and 520 hours | |
| <input checked="" type="checkbox"/> Additional requirements obtained by course(s) of a total of more than 520 hours | Diploma or post-graduate certificate in Event Management/Planning is required. |

2. Experience

Experience refers to the minimum time required in prior position(s) to understand how to apply the techniques, methods and practices necessary to perform this job. This experience may be less than experience possessed by the incumbent, as it refers only to the minimum level required on the first day of work.

Check the box that best captures the typical number of year of experience, in addition to the necessary education level, required to perform the responsibilities of the position and, in the space provided, describe the type of experience. Include any experience that is part of a certification process, but only if the work experience or on-the-job training occurs after the conclusion of the educational course or program.

- | | |
|---|---|
| <input type="checkbox"/> Less than one (1) year | |
| <input type="checkbox"/> Minimum of one (1) year | |
| <input type="checkbox"/> Minimum of two (2) years | |
| <input type="checkbox"/> Minimum of three (3) years | |
| <input checked="" type="checkbox"/> Minimum of five (5) years | Substantial experience in corporate events planning and execution. The incumbent must have experience working with a variety of vendors to be able to negotiate services and fees as well as experience working with senior staff to plan high level corporate events. This position requires the ability to work under pressure with tight and competing deadlines and work irregular hours (evenings/weekends) as required. Strong project management skills; demonstrated ability in working independently and working as a team member, along with solid decision-making abilities. |
| <input type="checkbox"/> Minimum of eight (8) years | |

3. Analysis and Problem Solving

This section relates to the application of analysis and judgement within the scope of the position.

The following charts help to define the level of complexity involved in the analysis or identification of situations, information or problems, the steps taken to develop options, solutions or other actions and the judgement required to do so.

Please provide up to three (3) examples of analysis and problem solving that are regular and recurring and, if present in the position, up to two (2) examples that occur occasionally:

	#1 regular & recurring
Key issue or problem encountered	Unexpected/unplanned occurrence happens. Such as, event speaker now unavailable; vendor pulls out of event; etc.
How is it identified?	Either the incumbent or the organizing department would receive an email or phone call advising of the issue.
Is further investigation required to define the situation and/or problem? If so, describe.	Incumbent will need to review the impact on the event.
Explain the analysis used to determine a solution(s) for the situation and/or problem.	Incumbent needs to review and determine the impact to the event. Can the event proceed; can alternative times be found; if the impact is significant, may need to restructure/cancel event. Incumbent generates alternate solutions.
What sources are available to assist the incumbent finding solution(s)? (e.g.: past practices, established standards or guidelines).	Other staff in the organizing department, other communications staff. Connections with external vendors.

#2 regular & recurring

Key issue or problem encountered	Investigating and analyzing a potential event that could position Fleming as a leader in education and in the community.
How is it identified?	Senior managers have requested that new opportunities for a large presence in the community be investigated.
Is further investigation required to define the situation and/or problem? If so, describe.	Through research, identify what opportunities exist and then investigate whether those opportunities fit with the priorities of the College.
Explain the analysis used to determine a solution(s) for the situation and/or problem.	Need to research the opportunity – where, when, duration, potential audience, cost, as well as determine what resources from the College would be needed (ie: stages, tents, tables, displays, staff and volunteers, other supplies as needed. Need to ensure that the event complies with College policies such as Health & Safety and AODA policies.
What sources are available to assist the incumbent finding solution(s)? (e.g.: past practices, established standards or guidelines).	Online research, past events, experience, manager, health and safety policies, other corporate policies.

#3 regular & recurring

Key issue or problem encountered.	Risk management is an ongoing concern and the responsibility of the incumbent for all special events. The incumbent must ensure that all staff adhere to the safe practices required.
How is it identified?	Incumbent has completed a safety check of the area or location for the event and has identified a concern. Problem area has been identified to the incumbent by another staff member. Types of risk management related to portable structures (tents, inflatables), cords and wiring, use of barbeques.
Is further investigation required to define the situation and/or problem? If so, describe.	Discussion with Facilities and Health and Safety and/or Security to determine the level of risk and mitigation.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

Once the investigation is complete, the incumbent must decide on the relative importance or urgency and determine the most appropriate course of action.

Moving, adjusting or cancelling the event must be decided on quickly.

The incumbent must work with the program area or faculty to support their event, while providing a safe environment to participants.

What sources are available to assist the incumbent finding solution(s)? (e.g.: past practices, established standards or guidelines).

Health and Safety legislation and policy

Security practices

Past practice and experience

4. Planning/Coordinating

Planning is a proactive activity as the incumbent must develop in advance a method of acting or proceeding, while coordinating can be more reactive in nature.

Using the following charts, provide up to three (3) examples of planning and/or coordinating that are regular and recurring and, if present in the position, up to two (2) examples that occur occasionally:

#1 regular & recurring

List the project and the role of the incumbent in this activity.

Incumbent works with community stakeholders on strategic events, including convocation, galas, fundraisers, grand openings, tours and government announcements that will position the College in a proactive and positive way.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Incumbent must be aware of opportunities to actively promote the College, as well as the ability to manage risks and last minute changes.

Ability to coordinate work and deadlines with other departments.

Organizational project and time management skills with great attention to detail in order to meet strict deadlines.

Required to analyse the requirements of the events, identify other College department involvement, external guest lists and their requirements, internal staff/students attending and their requirements.

Project management skills to monitor progress towards each milestone, including the ability to develop and monitor a work-back schedule and project checklist

Communication skills to be able to contact/communicate to staff, vendors and students.

List the types of resources required to complete this task, project or activity.

Check List

Event Planning Templates

List of contacts for AV, catering, décor, furniture, etc.

How is/are deadline(s) determined?

Deadlines are determined by the nature of the event.

Incumbent will be coordinating activities leading up to and on day of event; will assign work to others involved in events

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

Proactive changes are made by the incumbent or in consultation with the team and manager. Significant changes are made in consultation with the manager or project owner.

#2 regular & recurring

List the project and the role of the incumbent in this activity.

Incumbent is developing and planning an all employee event.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

- Detailed work plans are developed by the incumbent.
- Researches optimal times and dates (and potential conflicts) for each event to set dates in advance.
 - Develops a schedule or agenda for the event.
 - Organizes and leads meetings to schedule other College staff for event deliverables (photography, videography, catering, communications officers, student ambassadors).
 - Determines floor plan layouts and locations for every department and school.
 - Leads regular planning meetings to provide updates on key deliverables and deadlines.
 - Coordinates with other departments such as Facilities, Athletics to determine space uses for parking, student fair and other activities during the event.
 - Coordinates with outside suppliers to ensure any needed audio-visual equipment and other collateral materials are ready and in place for the event.
 - Researches guest speakers to prepare biographies and assist with the agenda for the event.
 - Work with other communications staff to ensure briefing and speaking notes for the President and others are prepared.

List the types of resources required to complete this task, project or activity.

Knowledge of the academic year events
 Knowledge of the College/Campus
 Collaborates with other stakeholders (Facilities), project owner, etc.

How is/are deadline(s) determined?

Dates may be determined based on the most suitable times or may be determined by other internal departments. The incumbent needs to set deadlines and work back schedules for all key deliverables to ensure that everything is ready for the event.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

Changes outside of the scope of the assignment are referred, with recommended course of action to the supervisor and to other managers as appropriate – with proposed ways or alternatives to stay within budget and deadlines.

#3 regular & recurring

<p>List the project and the role of the incumbent in this activity.</p>	<p>A visit to the College by a senior government official is planned on very short notice; the timing and details may be dictated by external parties. The incumbent needs to determine the best location as well as any other needs such as A/V, decorations, catering, podiums and furniture.</p>
<p>What are the organizational and/or project management skills needed to bring together and integrate this activity?</p>	<p>Incumbent requires organizational skills, attention to detail, time and project management skills. Required to analyse the requirements of the event, identify other College department involvement (schools, Facilities, EHS, Security, Parking, etc.), external guests and their requirements, internal staff/students attending and their requirements, media communications, speeches, etc. If student classrooms are going to be disrupted, work with the academic areas to make arrangements.</p>
<p>List the types of resources required to complete this task, project or activity.</p>	<p>Past practice, direction from other government officials, assistance and cooperation from other departments.</p>
<p>How is/are deadline(s) determined?</p>	<p>Deadlines are determined by the nature of the event</p>
<p>Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.</p>	<p>Proactive changes are made by the incumbent or in consultation with the project team and manager. Significant changes are made in consultation with the manager or project owner.</p> <p>Changes outside of the scope of the assignment are referred, with recommended course of action to the supervisor and to other managers as appropriate – with proposed ways or alternatives to stay within budget and deadlines.</p>

5. Guiding/Advising Others

This section describes the **assigned responsibility** of the position to guide or advise others (e.g. other employees, students). Focus on the actions taken, (rather than the communication skills) that directly assist others in the performance of their work or skill development.

Though Support Staff cannot formally "supervise" others, there may be a requirement to guide others using the incumbent's job expertise. This is beyond being helpful and providing ad hoc advice. It must be an assigned responsibility and must assist or enable others to be able to complete their own tasks.

Check the box(es) that best describe the level of responsibility assigned to the position and provide an example(s) to support the selection, including the positions that the incumbent guides or advises.

Regular & Recurring	Occasional	Level	Example
<input type="checkbox"/>	<input type="checkbox"/>	Minimal requirement to guide/advise others. The incumbent may be required to explain procedures to other employees or students.	
<input type="checkbox"/>	<input type="checkbox"/>	There is a need for the incumbent to demonstrate correct processes/procedures to others so that they can complete specific tasks.	
X	<input type="checkbox"/>	The incumbent recommends a course of action or makes decisions so that others can perform their day-to-day activities.	The incumbent provides advice, best practice information and recommendations to other departments to ensure events are planned and executed professionally. Advises others in the department (eg: Marketing staff) to ensure other collateral materials are prepared. Provides direction and instructions to external vendors regarding timing, locations, set up, delivery, etc.
<input type="checkbox"/>	<input type="checkbox"/>	The incumbent is an active participant and has ongoing involvement in the progress of others with whom he/she has the responsibility to demonstrate correct processes/procedures or provide direction.	

X The incumbent is responsible for allocating tasks to others and recommending a course of action or making necessary decisions to ensure the tasks are completed.

Part of coordinating activities for convocation and other events includes allocating tasks to others and following up to make sure all tasks are completed including allocating tasks to others throughout the planning and execution process. Incumbent may recommend a course of action or be available to answer any process questions about assigned tasks.

6. Independence of Action

Please illustrate the type of independence or autonomy exercised in the position. Consideration is to be given to the degree of freedom and constraints that define the parameters in which the incumbent works.

What are the instructions that are typically required or provided at the beginning of a work assignment?	
Regular and Recurring	Occasional (if none, please strike out this section)
High level objectives and general timetables for events are provided – e.g. desired audience, impact, attendance, communications objectives	Consults with the Vice President when dealing with complex communication issues.

What rules, procedures, past practices or guidelines are available to guide the incumbent?	
Regular and Recurring	Occasional (if none, please strike out this section)
College practice and policies Corporate Communication guidelines College vision and mission statements Board strategic directions Special Events Protocol AODA guidelines	

How is work reviewed or verified (e.g.: feedback from others, work processes, Supervisor)?	
Regular and Recurring	Occasional (if none, please strike out this section)
Feedback from project owner, general public comments, colleagues (departmental and throughout College), Senior Management Team.	

6. Independence of Action

Describe the type of decisions the incumbent will make in consultation with someone else other than the Supervisor?	
Regular and Recurring	Occasional (if none, please strike out this section)
Incumbent will make decisions regarding an event based on industry best practices and College policies.	

Describe the type of decisions that would be decided in consultation with the Supervisor.	
Regular and Recurring	Occasional (if none, please strike out this section)
Departmental strategies Projects having College wide impact Budgets for events Final event plan approval	

Describe the type of decisions that would be decided by the incumbent.	
Regular and Recurring	Occasional (if none, please strike out this section)
Own schedule/priorities Decisions regarding event plans (location, date, time, volunteer needs, agenda, collateral materials, external resources required) Best prices and contractors to support events (catering, A/V, entertainment) as well as collateral materials to support events (decorations, prizes and giveaways, size of room layout and equipment required for trade shows and other external events) in order to achieve the best possible outcome for the College.	Contingency solutions to urgent unplanned problems that arise at events.

7. Service Delivery

This section looks at the service relationship that is an assigned requirement of the position. It considers the required manner in which the position delivers service to customers. It is not intended to examine the incumbent's interpersonal relationship with those customers and the normal anticipation of what customers want and then supplying it efficiently. It considers how the request for service is received and the degree to which the position is required to design and fulfil the service requirement. A "customer" is defined in the broadest sense as a person or groups of people and can be internal or external to the College.

In the table below, list the key service(s) and its associated customers. Describe how the request for service is received by the incumbent, how the service is carried out and the frequency.

Information on the service		Customer	Frequency (D, W, M, I)*
How is it received?	How is it carried out?		
Request for development of an event plan comes in by email, telephone, through President's Office or the Senior Management Team	Incumbent follows up with the event lead and determines requirement of plan. Develops plan based upon requestor and intended objectives. Each plan is designed to suit each project.	Internal departments/schools (all levels) including senior staff External – families, specialized groups, politicians President's Office and/or Senior Management Team	D
Special event/public announcement	Incumbent follows up with the event requestor and determines activity required to suit the event or announcement. Executes event plan.	Internal departments/schools External – families, specialized groups, media, politicians. President's Office and/or Senior Management Team	W

* D = Daily W = Weekly M = Monthly I = Infrequently

8. Communication

In the table below indicate the type of communication skills required to deal effectively with others. Be sure to list both verbal (e.g. exchanging information, formal presentations) and written (e.g. initiate memos, reports, proposals) in the section(s) that best describes the method of communication.

Communication Skill/Method	Example	Audience	Frequency (D, W, M ,I)*
Exchanging routine information, extending common courtesy.	Sharing event information with College Communications, other team members	Staff, Students	W
Explanation and interpretation of information or ideas.	Provide information and direction to volunteers on their roles and responsibilities.	Staff, students	W
Imparting technical information and advice.			
Instructing or training.			
Obtaining cooperation or consent.	Required to manage the expectations of the project owner to ensure that events are professional, successful and reflect positively on the College. Need to build consensus among group members if working in a group. Need to be able to influence others to consider other options that may better meet their end objectives than the ones they initially requested.	Staff, stakeholders, external vendors	D
Negotiating			

* D = Daily W = Weekly M = Monthly I = Infrequently

9. Physical Effort

In the tables below, describe the type of physical activity that is required on a regular basis. Please indicate the activity as well as the frequency, the average duration of each activity and whether there is the ability to reduce any strain by changing positions or performing another activity. Activities to be considered are sitting, standing, walking, climbing, crouching, lifting, and/or carrying light, medium or heavy objects, pushing, pulling, working in an awkward position or maintaining one position for a long period.

Physical Activity	Frequency (D, W, M, I)*	Duration			Ability to reduce strain		
		< 1 hr at a time	1 - 2 hrs at a time	> 2 hrs at a time	Yes	No	N/A
Sitting, Keyboarding	D			X	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events (medium lifting)	M	X	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standing and walking for event set up and execution	M		<input type="checkbox"/>	X	<input checked="" type="checkbox"/>		<input type="checkbox"/>

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If lifting is required, please indicate the weights below and provide examples.

- Light (up to 5 kg or 11 lbs)
- Medium (between 5 to 20 kg or 11 to 44 lbs)
- Heavy (over 20 kg or 44 lbs)

Boxes of supplies, large display units, erecting tents

10. Audio Visual Effort

Describe the degree of attention or focus required to perform tasks taking into consideration:

- the audio/visual effort and the focus or concentration needed to perform a task and the duration of the task, including breaks (e.g.: up to 2 hours at one time including scheduled breaks)
- impact on attention or focus due to changes to deadlines or priorities
- the need for the incumbent to switch attention between tasks (e.g.: multi-tasking where each task requires focus or concentration)
- whether the level of concentration can be maintained throughout the task or is broken due to the number of disruptions

Provide up to three (3) examples of activities that require a higher than usual need for focus and concentration.

Activity #1	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Attending large meetings, capturing and interpreting information to be included in event planning.	W	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Can concentration or focus be maintained throughout the duration of the activity? If not, why? <input checked="" type="checkbox"/> Usually <input type="checkbox"/> No				

Activity #2	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Presentations to project teams/task forces.	W	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Can concentration or focus be maintained throughout the duration of the activity? If not, why? <input checked="" type="checkbox"/> Usually <input type="checkbox"/> No				

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11. Working Environment

Please check the appropriate box(es) that best describes the work environment and the corresponding frequency and provide an example of the condition.

Working Conditions	Examples	Frequency (D, W, M, I)*
<input checked="" type="checkbox"/> acceptable working conditions (minimal exposure to the conditions listed below)	Office environment	D
<input type="checkbox"/> accessing crawl spaces/confined spaces		
<input type="checkbox"/> dealing with abusive people		
<input type="checkbox"/> dealing with abusive people who pose a threat of physical harm		
<input type="checkbox"/> difficult weather conditions		
<input type="checkbox"/> exposure to extreme weather conditions		
<input type="checkbox"/> exposure to very high or low temperatures (e.g. freezers)		
<input type="checkbox"/> handling hazardous substances		
<input type="checkbox"/> smelly, dirty or noisy environment		
<input checked="" type="checkbox"/> travel	Travel for events at regional campuses and other locations	M
<input type="checkbox"/> working in isolated or crowded situations		
X other (explain)	Incumbent must work evenings and weekends, as required.	M

* D = Daily M = Monthly W = Weekly I = Infrequently