

ASSISTANT DIRECTOR OF PUBLIC RELATIONS EVENTS AND PROGRAMS *

Function of Job:

Under direction of designated administrator, manage all aspects of major special events and programs in support of institutional communications plan, including planning, managing, and executing special events related to external affairs, overseeing internal events, coordinating institutional communication strategies with fund-raising departments, and supervising staff and projects.

Characteristic Duties and Responsibilities:

1. In conjunction with director, develop departmental function and mission, provide leadership for office in absence of director, and serve on teams and committees as assigned.
2. Develop close working relationship with fundraising departments, ensure appropriate application of institutional communications strategy, and manage all events involving the president.
3. Plan, manage, and execute all major external events such as legislative events, Trustee, House and Senate Committee visits, and oversee internal events as assigned.
4. Hire, train, supervise staff, and manage staff activities.
5. Manage and reconcile departmental budget.
6. Develop strategies to implement and/or improve public relations programs involving the president, the state legislature, federal government, local and state community entities, academic ceremonies, visits by state, national, and international leaders, new program announcements, ceremonies for campus buildings, and various campus relations and fundraising events.
7. Evaluate programs for achievement of goals, adherence to budget, and opportunities for enhancement.
8. Maintain broad interest and understanding of issues related to the institution and to higher education.
9. Develop resources and positive relations with vendors and external contacts.
10. Perform related duties as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree in business, public relations or related field and five years of events management experience, including two years of supervisory experience and experience in higher education.
2. Budget management experience.
3. Ability to communicate effectively both orally and in writing.
4. Excellent interpersonal skills.

Additional Desirable Qualifications:

1. Master's degree in related area.

7-24-06
System Approval

7-24-06
Effective Date

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.

***Revised – original approved 11/3/04 as Public Relations Event Manager**