
WESTERN MICHIGAN UNIVERSITY

Job Description

Job Title: Coord Conf & Sem
Pay Type: Salaried/Exempt
Grade: 15

Position Number: 0269, 0275, 0276
Department Name: Extended University Programs

General Summary

Develops, coordinates, and facilitates conferences, seminars, and programs for the University and external clients.

Major Duties

- Manages the fiscal aspects of client programs. Develops a budget, establishes registration fees and monitors expenditures.
- Establishes goal and objectives for programs that meet clients' needs. Manages the planning process and program implementation, including the registration process.
- Develops and executes marketing plans to promote each program, including brochure development and production.
- Coordinates program logistics, including negotiating contracts for facilities. Contracts and hires speakers. Serves as the on-site manager to resolve problems.
- Provides work direction to staff and vendors who provide services at conferences and programs. Supervises clerical staff who provides support for conference/program operations.
- Establishes and maintains relationships with internal and external clients to ensure repeat and business.

Minimum Qualifications

- Bachelor's degree in marketing, management, or other relevant field.
- One year of experience in project management or event planning.
- Marketing experience.
- Strong public relations skills.
- Experience with budget management.
- Familiarity with adult learning processes.

Desired Qualifications

- One year of experience in conference management.

This description indicates the general nature and level of work performed by employees in the above job. It is not intended to be a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to the job.