

EVENTS ADMINISTRATOR SERIES

<u>Code No.</u>	<u>Class Title</u>	<u>Occ. Area</u>	<u>Work Area</u>	<u>Prob. Period</u>	<u>Effective Date</u>	<u>Last Action</u>
0101	Events Administrator	03	172	6 mo.	05/15/06	Revised
0102	Senior Events Administrator	03	172	6 mo.	05/15/06	Add

Promotional Line: 310

Series Narrative

This series is for employees, who coordinate, plan, implement and are responsible for audience operations (ticket sales, parking, crowd control and concession operations) at large, public events held in public assembly facilities, such as stadiums and multipurpose, conference or performing arts centers.

DESCRIPTIONS OF LEVELS OF WORK

Level I: Events Administrator

0101

Employees at this level coordinate one or several audience operations pertaining to ticket sales, parking, crowd control and concession operations.

An Events Administrator typically—

1. Ticket Sales:
 - a. manages ticket sales/box office operations
 - b. prepares bid specifications and orders tickets
 - c. recommends an appropriate schedule and house scale of ticket sales for events
 - d. coordinates sales of tickets with the facility or at other locations
 - e. prepares financial reports, verifying number of tickets sold and unsold
 - f. advises various groups on issues involving ticket sales for their events
 - g. assists with cash handling and balancing procedures

2. Parking Control:
 - a. coordinates a traffic control/parking operation of major proportion
 - b. advanced planning and estimates to determine traffic flow and staffing
 - c. controlling and accounting for parking fees
 - d. assists with cash handling and balancing procedures
 - e. monitors vehicular and pedestrian traffic

3. Crowd Control:
 - a. plans and arranges activities necessary for the controlled arrival and departure of audience, their proper seating, and their comfort during events
 - b. arranges for the accommodation of visitors during operational and non-operational hours, coordinating tours and presenting audio-visual programs
 - c. prepare event emergency plans, supervise and oversee implementation

4. Concession Operations:
 - a. orders supplies, maintains inventory control, and coordinates public resale

- b. tests new products, prepares bid documents for new products, and maintains quality control
 - c. evaluates equipment, makes new equipment recommendations, and determines replacement schedules
 - d. coordinates activities with both internal and external vendors
 - e. assist with sanitary procedures, health codes and building policies
 - f. assist with cash handling and reconciliation procedures
5. Event Coordination
- a. develops and maintains overall event coordination sheets and information for building staff
 - b. creates and manages production budget
 - c. serves as on-call building supervisor, as well as Assistant Director for Operations, as necessary
 - d. assist with event/equipment set-up, load-in and tear down, as necessary
 - e. maintains proper inventory checklists and verification on all equipment under administrator's responsibility
 - f. coordinates all building related policies, in-house equipment and supplies, to serve the needs of touring acts and production companies
 - g. develops and implements guest service policies and procedures, especially related to emergency situations, large crowds, and physical facilities; performs risk management audits on a quarterly basis
6. determines number and type of employees required for specific events and makes administrative arrangements for their employment
7. supervises large numbers of employees, including students, which involves:
- a. recruiting
 - b. conducting training and instruction on regular basis
 - c. conducting special orientation sessions prior to each event, covering special instructions and problems related to the event
 - d. maintaining time cards, statistical data, schedules and reports on employees
 - e. initiating and maintaining uniforms and equipment supplied to employees
8. enters/records statistical data reflecting sales trends, per capita consumption, traffic flow, etc.
9. handles complaints and inquiries related to each performance
10. performs other related duties as assigned

Level II: Senior Events Administrator**0102**

Employees at this level are responsible for the planning, coordination and implementation of overall audience operations.

A Senior Events Administrator typically—

1. responsible for organizing and reporting event-related concerns; assists in the development and maintenance of statistical databases on event characteristics (such as crowd demographics including ticketing, parking and food issues, budget analysis, attendance and attendance projects, and potential security issues)
2. manages ticketing system, manifest's and ticketing reports which could also include maintaining pricing, ticket design, assignments and renewals
3. manages point of sale systems and/or inventory systems.
4. responsible for all the cash handling and reconciliation procedures
5. supervises full- and part-time employees, which involves:
 - a. performing annual evaluations
 - b. monitoring performance of all event-service related staff
 - c. overseeing and assigning event related duties to other event administrators
6. reviews overall event coordination sheets and information for building staff; inspects event and room setups for conformance to needs and desires of clients and responds to complaints
7. serves as building liaison on University and Community based committees, providing such services as maintaining internship programs and responding to all community related concerns
8. oversees the coordination of all building related policies, in-house equipment and supplies, to serve the needs of touring acts, production companies, and all persons associated with conferences, meetings and trade shows.
9. prepares event emergency and risk management plans
10. responsible for the enforcement of all applicable life safety and fire codes and monitoring the proper operation of event related equipment such as food service equipment, ticketing equipment and parking equipment, including the purchases, repairs and /or replacements.
11. performs duties of previous level in series, as required
12. performs other related duties as assigned

MINIMUM ACCEPTABLE QUALIFICATIONS REQUIRED FOR ENTRY INTO:

Level I: Events Administrator

0101

CREDENTIALS TO BE EVALUATED BY PLACEMENT OFFICER

1. High school graduation or equivalent.

2. Any combination totaling **two years** from the following categories:
 - (a) work experience involving areas such as concession operations, crowd control, record keeping, ticket sales, parking control and/or event coordination in a public assembly facility, such as stadiums and multipurpose, conference or performing arts centers.
 - (b) college coursework in any discipline, as measured by the following conversion table or its proportional equivalent:
 - 60 semester hours equals one year
 - 90 semester hours equals two years

PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

1. Skill in coordinating assignments and schedules within a large University environment.
2. Knowledge of arena operations (crowd control, management, ticket control and food service operations).
3. Ability to provide training for large groups of people.
4. Strong interpersonal and customer service skills.
5. Organizing skills.
6. Strong mathematical skills.
7. Ability to handle many tasks and maintains composure.
8. Skill in developing and implementing policies.
9. Ability to manage large amounts of staff and crowds for large assembly events.

Level II: Senior Events Administrator

0102

CREDENTIALS TO BE EVALUATED BY PLACEMENT OFFICER

1. High school graduation or equivalent.
2. Any combination totaling **four years** from the following categories:
 - (a) work experience involving areas such as concession operations, crowd control, record keeping, ticket sales, parking control, and/or event coordination in a public assembly facility, such as stadiums and multipurpose, conference or performing arts centers.
 - (b) college coursework in any discipline, as measured by the following conversion table or its proportional equivalent:

- 60 semester hours equals one year
- 90 semester hours equals two years
- 120 semester hours or a Bachelor's degree equals three years

PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

1. Ability to work independently.
2. Knowledge of crowd control, food service or ticket control.
3. Skills to perform multi-tasks in a short amount of time.
4. Ability to solve problems with little or knowledge supervision.
5. Able to develop, create, and research new and upcoming customer service and job related techniques.
6. Strong mathematical skills.
7. Able to understand and react to changing industry standards.
8. Good interpersonal skills.
9. Ability to deal with non-routine tasks and situations.
10. Ability to work a flexible schedule, including nights and weekends.