

Job Title: Director of Meetings and Events

Date: September 1, 2022
Department: Meeting and Events
Supervisor: Vice President of Education, Training and Events
FLSA Status: Exempt
Supervisory: Meetings and Events Managers (2)

Position Overview:

The Director of Meetings and Events oversees planning and hosting of HLC's programs and services including the Academies, the Annual Conference, workshops, webinars, member training, and resources related to best practices. The Director focuses on standards, procedures, and logistical operations for HLC's meetings and events.

Duties and Responsibilities:

- Leads departmental planning in alignment with divisional and organizational goals, objectives, and strategic priorities
- Strategizes and implements events to include fostering awareness of participant needs and expectations, planning timelines and production schedules, and verifying a positive attendee experience for all meetings
- Oversees the sourcing process including vendor selection and drafting of contracts; assists Managers with effectively negotiating terms and conditions with event venues and partners to meet service expectations and ensure appropriate expense management
- Collaborates with the Vice President of Education, Training and Events (VP) and Director of IT on reviewing and selecting technological solutions to help support and enhance hybrid and virtual meetings
- Consults with HLC's Legal and Regulatory Affairs staff on contract terms for venues and vendors
- Oversees execution of event production schedules for all meetings and workshops to ensure targets are met
- Oversees the registration system for all meetings and events; reviews and approves event websites to ensure usefulness, accuracy, and timeliness of information
- Tracks and analyzes trends and other data to inform planning and processes for future events
- Reviews and approves floor plans and specs created by Managers; creates comprehensive staging guides as needed
- Directs on-site logistics for in-person events; manages technology for virtual and hybrid meetings and events; delegates responsibilities related to meeting management to Meetings and Events Managers

- Collaborates with Director of Member Education and Training and other internal stakeholder on HLC's annual event schedule
- Assists the VP with the drafting of department's annual budget and price setting; oversees monthly departmental expenditures; assists Finance department in reconciling department budget variances; reviews and approves conference and meeting-related expenses
- Works with the VP and the Annual Conference committee with development and delivery of Annual Conference General Program, with the specific responsibilities of determining technology solutions; overseeing space planning/assignments; scheduling; finalizing F/B, A/V, and staffing needs; and supervising the work of external contractors on registration, the exhibitor program, and presenter management
- Assists the VP with defining the scope of work for department contractors; monitors contractors' work product
- Works with the Education, Training, and Events Coordinator to document/update policies and processes related to planning and delivering HLC meetings and events
- Collaborates with the Communications team and program managers to provide accurate program and event information through multi-media communications; for select programs, directly manages communication with meeting constituencies
- Analyzes meeting outcomes and provides Education, Training, and Events colleagues with recommendations for future events
- Ensures maintenance of overall meeting history records; maintains accurate and updated files
- Serves as department liaison on committees and task forces as assigned
- Supervises, trains, evaluates, and recommends professional development for direct reports
- Participates in professional development opportunities that promote acquisition/maintenance of knowledge of meeting and event planning
- Maintains technology skills needed for position and adapts to technology changes as required
- Monitors health and safety practices and protocols across the meetings and events industry; offers recommendations to the VP relative to attendee health and safety requirements
- Performs other duties as assigned

Qualifications and Competencies:

- Bachelor's degree and CMP certification required
- Seven or more years of experience planning in-person, virtual, and hybrid meetings and events required
- Experience supervising direct reports in a meetings and event planning context preferred
- In-depth knowledge of industry practices, with a demonstrated commitment to learning and adapting practice to meet today's needs and challenges
- Demonstrated ability to manage projects from idea formation through implementation working with internal and external contributors
- Highly motivated, results-driven, and able to prioritize team efforts to use resources efficiently and meet deadlines
- Superb customer service and problem-solving skills
- Developed oral, written, interpersonal, and organizational skills
- Experience with registration, project management, and content management software preferred

- Excellent math skills, including experience with accounting protocols and procedures preferred
- Excellent interpersonal and consensus-building skills required to work collaboratively and to lead a diverse group of stakeholders through decision-making
- Ability to work effectively in a team-oriented, hybrid work environment
- Technical aptitude, particularly as it relates to meeting planning and hosting technologies
- Willingness to travel for events, including overnight trips (25%)

The information in this position is intended to generally describe the duties and responsibilities and qualifications and competencies of the above-named position. This position is not an exhaustive list of all the responsibilities and requirements of the position. HLC reserves the right to modify this position description at any time.