



Special Events Director

Positions and Responsibilities for Blue Devil Productions

Position Summary

The Special Events Director shall coordinate the selection, contracting, promotion, day-of-show production, and evaluation of Blue Devil Production large scale music/comedy/lecture events, as well as, smaller lecture events and co-ops.

Detailed Description

- Work with production board and members to evaluate surveys and event attendance records to determine audience likes and dislikes in the area of music, comedy, and lecture. This is essentially the brainstorming process, and will generate insight as to what genres and artists to potentially look for.
- Work with agencies and contacts to book entertainment. Negotiate dates, fees, and terms for possible large scale music and comedy acts.
- Work with Executive Producer to develop and present a budget plan for each event, with an overall yearly budget plan, for review by Blue Devil Production members.
- Consult with Marketing Directors to develop on and off-campus promotional plans for special events.
- Meet with Art Director to discuss promotional graphic design ideas and date requirements for all printed materials needed for each event. This is vital as majority of the time, any and all graphics and posters must be approved by the artists and agencies before anything can be printed and released.
- Meet with the Multimedia Director to establish event related website content (press releases, media clips, etc), as well as posting deadlines.
- Determine staffing needs for each event, assign tasks at event, and manage all staff at event.
- Do ALL the advance work related to the production of the show: press releases, room reservations, hospitality, hotel reservations, technical requirements (Event Technology Crew), begin ticketing process, security, etc.
- Implement day-of-show work schedule, hosting artist, etc.
- Give communications director appropriate contact information for thank you cards. (The Communications Director does not do this! It's sincerer coming from the Special Events Director.
- Submit and adhere to a schedule of no less than 5 weekly office hours held in the Blue Devil Productions office.
- Work closely with ETC and schedule meetings when necessary to discuss the entirety of production for the show. (what the show will look like, tech aspects, lighting...etc.)

Beneficial Knowledge to Position

- Knowledge of current music, comedy, and lecture trends
- Planning and management skills
- Ability to schedule and oversee work of others (delegate)
- Ability to negotiate
- Ability to communicate with supervisors, peers, and subordinates
- Decision making, problem solving, and critical thinking
- Ability to perform administrative duties