**Saint Joseph’s University Special Event Planning Procedures**

**Sample Roles and Responsibilities Document**

**Last Updated: January 29, 2020**

**Special Event Roles and Responsibilities**

**Event Owner -** *Name*

* Primary Stakeholder
* Defines purpose, objectives & outcomes
* Provides content
* Determines target audience
* Identifies key messaging

**Project Manager –** *Name*

* Responsible for planning and execution of the event
* Creates event timeline, budget, planning logistics, staffing plan, photo shoot list

**Event Coordinator –** *Name*

* Provides event support – coordinates list pull, RSVPs, nametags, place cards, Presidential folder (as needed)

**Sponsorship Manager** (if needed) *– Name*

* Coordinates with honoree (or designee) for personal invitation list, sponsorships
* Follows up with sponsors for attendee names, logos, sponsorship ads

**Marketing Managers –** *Name*

* Define marketing strategy, communication vehicles, timing of communications, messaging detail

**Video Coordinator** (if needed) – *Name - MarComm*

* Chooses video production company, schedules and conducts video interviews with honorees, responsible for edits and final product