

Job Description



Job Title:	Associate Vice-President, Community Relations and Events
Department:	Community Relations and Events
Reports To:	Vice-President, University Relations
Jobs Reporting:	Associate Director, Community Relations and Events
Salary Grade:	USG 17
Effective Date:	November 2022

Primary Purpose

Responsible for leading and directing community relations and events strategy, plans and activities across local, regional, provincial and national platforms for and with the senior leadership team of the University including the President and the Vice-President, University Relations, on matters of University-wide relevance and importance and aligned with the University's Strategic Plan, mission and values. The AVP, CRE serves in a collaborative and liaison capacity with the University's international leadership team working on international community initiatives, ceremonies and events.

Key Accountabilities

Establishes the strategic direction and priorities for Community Relations and Events related activities on campus and across Canada, as best meet the needs, fulfills the mission and vision, promotes the identity and delivers on the values of the University of Waterloo.

- Holds key accountability for the strategic development, implementation and successful execution of community relations programs across local, regional, provincial and national stakeholders and markets, working closely with the Vice-President, University Relations and other University senior leaders.
- Builds and maintains strong relationships with community influencers and key constituencies on behalf of the University and relevant to University priorities and key pillars of the strategic plan.
- Provides expert advice on campus through in-depth knowledge and anticipation of community issues and directions.
- Works closely with the Vice-President, University Relations and other members of the University Relations senior leadership team, including Government Relations, University Communications, Marketing and Strategic Initiatives to ensure comprehensive, consistent and timely management of University related public relations and community issues in cooperation with both internal and external stakeholders.
- Develops and maintains enhanced partnerships with departments on campus, most specifically Institutional Analysis and Planning, Vice-President Academic and Provost, University Secretary, Registrar's Office, Office of Research, deans and directors, gaining a thorough knowledge and ability to represent and advocate for each constituency.
- Participates in the development of the long-term vision and planning for the University.
- Develops the annual community relations and events plans and priorities on behalf of the Office of the President and the Vice-President, University Relations.
- Communicates and disseminates the annual community relations and events plans across the University and beyond as appropriate and relevant.
- Responsible for the implementation and achievement of community relations and events annual plans.

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- Builds and maintains effective and appropriate expertise in the protocols related to higher education within University Relations and on behalf of the University.
- Independently prepares relevant briefings, reports and related materials for University Relations senior leadership meetings and to inform and advise the President and other senior University leaders on key community interests and relevant developments related to higher education.
- Provides overall direction within CRE and plays a leadership role in fostering collaboration through the development and stewardship of key UW relationships with external agencies, individuals, community and business leaders, visiting delegations and officials, and proactively initiating and advancing strategic initiatives.
- Develops monitors and adheres to the annual Community Relations and Events operating budget.

Oversees the planning, execution and evaluation of University-wide signature events, and building on the successes of past events.

- Provides leadership for strategic and collaborative planning and delivery of spring and fall convocations each year, engaging with the President, Vice-President, Academic and Provost, University Secretary, Registrar, deans, and the Office of Advancement and Alumni Affairs.
- Oversees the execution of convocation ceremonies with vendors and campus partners, including the development of risk and emergency planning strategies.
- Establishes positive experiences for new alumni and their families as part of the student-alumni experience.
- Leads honorary degrees and awards that build the reputation of the University, ensuring positive stewardship experiences for dignitaries and alumni.
- Identifies non-traditional sources of funding and revenues - government, sponsorships, etc., to support events and community engagement.

Provides support, direction, leadership, coordination and/or expert advice to University senior leadership and throughout the University on issues relating to community relations and events.

- Develops and maintains a sustainable community relations capacity by building key relationships and partnerships with government and other external contacts as well as building, influencing and integrating to the extent possible, an internal inventory of community engaged faculty, staff and students.
- Develops and implements a plan that encourages, measures, and celebrates community engagement and staff volunteerism within the UWaterloo community.
- Through valued contacts and from personal networks and participation, identifies emerging priorities, issues, projects, etc., with the potential to influence the University's top priorities.
- Assists with the development of proposals and briefings for or to community agencies and/or business groups.
- Assist with communications strategies, which may involve commenting on the appropriateness of reports, correspondence or presentations to ensure they reflect positively and are in accordance with the University's vision and mission and are not open to misinterpretation.
- Works independently, supervises staff and co-op students in community relations and events management and support roles.
- At times, may oversee or participate on inter-disciplinary project teams.

Holds key accountability on campus as a resource for community groups and provides a responsive environment in which inquiries are made and acted upon in a timely manner

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- Tracks and reports upon community inquiries and interactions to University senior leadership and University Relations team members.
- Working collaboratively with other University Relations team members, supports the development of appropriate materials for dissemination across all stakeholder groups that are of interest from a community relations and events perspective.

Identifies opportunities for the University to participate in and influence the development of public policy, community initiatives and programs in areas central to its mandate.

- Proactively contributes to University publication materials and relevant messaging via print, web and social media that promote UW and reflects the University's commitment to building stronger communities in Canada and the world.
- Keeps community groups and stakeholders informed about the University's activities, achievements, needs, concerns and proposals.
- Develops and maintains strong working knowledge of the University's strategic priorities, and plans, develops and implements strategies to advance these priorities.
- Identify, research, and propose new initiatives independently or through joint efforts with internal and external partners to promote the University through participation and sponsorship of events and activities.

Represents University Relations senior leadership and the University

- Liaises externally with professional and community organizations, and agencies on behalf of the University and as a representative or as delegated by the Vice-President, University Relations.
- Leads and/or mentors cross-functional task forces.
- Supports, communicates, and reinforces the mission, values, philosophy, and culture of the University.
- Represents the University as its official representative on external bodies as appropriate.

Required Qualifications

Education

- Bachelor's degree or greater in a related discipline, combined with relevant experience from a volunteer and/or professional capacity.

Experience

- Extensive experience and knowledge of the community, its socio-political landscape and key community organizations that have a vested interest in the success of UWaterloo and/or vice versa.
- A minimum of 10 to 12 years of progressive related business experience with a proven track record of achievement and success.
- Experience that will have led to an in-depth knowledge of municipal, regional, provincial, and national affairs.
- Demonstrated experience in leading and motivating teams and developing talent across an organization.
- Demonstrated experience as a valued partner in a collegial and collaborative environment.

Knowledge/Skills/Abilities

- Superb and demonstrated leadership skills in team development, executive and stakeholder communications, and a proven track record of consensus building.

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- Exceptional writing skills.
- Exceptional public speaking and verbal communication skills, including a high comfort level in delivering presentations to senior audiences and serving as an institutional representative when appropriate.
- Superb communication and relationship management skills including an ability to build productive working relationships with key stakeholders, senior management and external partners are essential to achieve the required outcomes.
- Must be a collaborative team player comfortable leading as well as executing and taking constructive input from multiple sources.
- Demonstrated capacity to engage and communicate highly complex issues relevant to higher education.
- Ability to be proactive in anticipating the needs of leadership.
- Ability to think and act strategically, creatively, and dynamically in a high-pressure work environment.
- Ability to make difficult and complex decisions with good judgment and with acute sensitivity to the reputation of the University.
- Active listener, connector, and consensus builder, with an ability to manage and respond to multiple and varied stakeholders and audiences.
- Adept in current and emerging communications technologies and social media platforms.
- Exceptional social media skills.
- Must be confident, organized and an accomplished problem solver.
- The highest ethical standards, tact and diplomacy are essential.
- Capacity to engage and communicate highly complex issues relevant to higher education.
- Sensitivity to the academic environment, thinking and ways of working.
- Technical skills: advanced MS Word and PowerPoint, basic Excel.

Nature and Scope

- **Contacts:** Internally, communicates regularly and professionally advises and consults with all senior leaders including the President; Vice-President, Academic & Provost; deans; Associate Provost IAP; Associate Vice-President, International; Vice-President, Research; Vice-President, Advancement; Senior Director, Alumni Relations; AVP, Government Relations and Economic Development; AVP, Communications; AVP Marketing and Brand Strategy; Director, Marketing & Undergraduate Recruitment; and with all employees in all groups and departments as the scope of work and projects indicate and dictate, to inform, influence, educate and collaborate and to promote and build the University's profile.
Externally, this position will have significant senior contacts building critical relationships and developing important partnerships, and must have the ability to represent the President and Vice-Presidents on internal and external committees.
- **Level of Responsibility:**
The position is responsible and accountable for the overall results of the community relations and events operations within University Relations.
- **Decision-Making Authority:**
Responsible and accountable for establishing the priorities of Community Relations and Events and addressing the changes to strategic business plans by consulting directly with the Vice-President, University Relations and the Office of the President as appropriate.

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- **Physical and Sensory Demands:**
Larger scope and higher risk factors compared to other leaders due to the nature of events and exposure to large numbers of guests and visitors, along with the physical and psychological demands of managing such events the days of. Within an office environment, the demands are typical of a senior executive position. This position requires outstanding customer service, sound judgment, a strong work ethic, calm demeanour, and the ability to work under very challenging time constraints, constant interruptions and competing priorities.
 - **Working Environment:**
Minimal exposure to disagreeable conditions typical of a senior executive position exposed to stress and pressure associated with senior level responsibilities. Work outside the normal operating hours of the University can be expected in this role.