

Job Description

Job Title:	Career Programming and Events Specialist
Department:	Centre for Career Action
Reports To:	Career Education Strategy and Communications Manager
Jobs Reporting:	None
Salary Grade:	USG 6
Effective Date:	July 2021

Primary Purpose

This role is responsible for the smooth execution of all Centre for Career Action (CCA) programming and events, including supporting the planning, implementation, marketing and communications, logistics, administration, and evaluation of these events. This role provides a pivotal point of contact for internal and external stakeholders.

The role is central to the CCA internal programming operations, and it enables CCA's student engagement practices to be intentionally inclusive of and relevant to a diverse client base, as well as in alignment with strategic priorities.

Key Accountabilities

Program planning and implementation to support the diverse needs of individuals and groups within and across our undergraduate student, graduate student, postdoc, alumna/alumnus, and employee client bases

- Supports and delivers a roster of continuously evolving programming and events, ensuring relevance to learners with a wide-ranging and intersectional array of employment and career education needs (e.g., related to navigating opaque systems and/or bias, unconscious or otherwise)
- Creates positive, trusting learning and development-centred career education spaces that foster self-efficacy, resilience, hope and career optimism
- Supports the active engagement of stakeholders as co-educators in programming (e.g., involving alumni and employers in programming as co-educators)
- Leads planning, logistics, coordination, and implementation of CCA programming and events
- Develops and maintains communication plans for CCA programming and events
- Attends programming and events to monitor arrangements and ensure smooth functioning of all activities; troubleshoots and resolves event issues that may arise
- Assists in and supports development of an events and outreach calendar and process; updates and maintains calendar
- In collaboration with the CCA Managers, Career Advisors, and through feedback from learners, supports the development of an annual strategic plan for programming and events that reflect CCA strategic objectives
- Establishes best practices and processes for event and programming registration and oversees this system for all programming and events

Coordination and oversight of marketing operations related to programming and events, including daily communications and promotions across web and social media

- Leads the creation of marketing materials including web and print material for all programming and events

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- Creates and maintains programming and events on the Centre for Career Action's website including event promotional pages
- Co-creates and implements cohesive marketing and brand strategies, providing consistency and adherence to branding and identity frameworks and producing unique and creative materials
- Provides social media or communication support for key events as needed

Evaluation of and reporting on outcomes relevant to programming and events

- Actively seeks out and integrates learner feedback into programming and events landscape, including their purpose, format, design, content, and frequency
- Supports department tracking of programming and events targeting specific client audiences (e.g. by faculty / level / identity/ labour market sector) to ensure equitable access to supports
- Supports Business Process Analyst to collect programming and event data and statistics for sharing with select groups each term and annually
- Creates and distributes an annual, detailed programming and communications report that that capture trends and highlight gaps and recommendations
- Monitors, reviews, and adapts best practices for programming and events to ensure that processes are effective; proactively identifies new opportunities to continually improve quality and efficiency
- Establishes targets for programming and events, including the selective and creative involvement of alumni and employers as co-educators, as well as related to event registration and attendance

Relationship building and program support

- Builds and maintains relationships with internal and external stakeholders, including CCA's Career Advisors, Managers, Business Process Analyst, and various members across the Cooperative and Experiential Education (CEE) portfolio
- Seeks and fosters relationships with internal and external campus partners and stakeholders to establish and strengthen the Centre for Career Action's leadership in career education spaces on campus and beyond
- Maintains a network of key department contacts on campus to facilitate the effective and efficient coordination of events and activities
- Liaises with internal and external event stakeholders to determine and ensure shared understanding of client needs, event goals, and requirements
- Takes part in cross-functional working groups and initiatives to support the continuous improvement of services, with goal to meet the needs of a diverse array of groups across campus

Co-op Student Supervision

- Supports the recruitment and supervision of one co-op student to support the delivery of programming and events for CCA.
- Monitors and manages workload of several other CCA co-op students
- Ensures that content developed by co-op students adheres to UW brand guidelines; provides regular feedback and completes formal student performance evaluations.
- Supports co-op students' professional development, identifying opportunities for growth and building a collaborative and supportive team environment.

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

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- Post-secondary education in either events planning (or related fields), marketing and/or communications, or an equivalent relevant combination of education and experience
- Additional education or training in public relations, human services, or career development is an asset

Experience

- Three years of program and event planning, coordination and implementation experience, with demonstrated strengths in organization, evaluation, and relationship-building
- Experience with event management as part of a marketing, communications and/or public relations team
- Experience working in high-touch human services, learning and development, or post-secondary settings preferred
- Reporting expertise for pre- and post-events including registration, attendance, general product metrics and event surveys
- Disciplined approach to planning and project execution with exceptional attention to accuracy and detail

Knowledge/Skills/Abilities

- Non-judgmental, empathetic and creative approach to working through challenges is a must
- Ability to integrate details into the bigger picture, working to support and advance department needs and goals
- A high degree of interpersonal acumen, with demonstrated relationship-building capacities, excellent listening skills
- Proven problem-solving ability in managing concurrent projects under tight deadlines
- Independent judgment in areas of time management, task prioritization, and decision-making
- Exceptional verbal and written communications skills
- Ability to take initiative, show resourcefulness, and be attuned to the needs of various groups/individuals
- Experience designing tailored events and spaces that align with and reflect the values and needs of the host organization and its clients
- Experience creating safe spaces to enable trusting/helping conversations
- Experience with/interest in tools that facilitate reflection and learning within group settings, large and small, is an asset
- Experience with technology platforms, including Zoom and various third-party event software programs, Microsoft programs
- Experience with content management systems, client relationship management software and Orbis is an asset
 - MS Word/Google Sheets: Advanced skills (e.g., internal/external marketing and brand documents including design and creative briefs, marketing, and brand plans, etc.)
 - MS Excel/Smartsheet: Intermediate skills (e.g. project/event management requirements)
- Experience creating and managing social media campaigns, developing innovative and persuasive content and tracking metrics to assess traffic patterns and demographic details.
 - Demonstrated experience using various social media platforms for communication and promotion (e.g., Facebook, Twitter, LinkedIn, Instagram)

Nature and Scope

- **Contacts:** The incumbent will have significant interaction with various key stakeholders, internally and externally. Responsibility to develop and maintain cooperative and productive working relationships with diverse stakeholders is a key mandate of the role. Examples of key contacts or stakeholders

include CCA's leadership and team of co-op students, alumni, event participants and students, oncampus staff from a wide range of departments, guest speakers, and partners.

- **Level of Responsibility:** The role has a mix of defined, specialized and routine tasks and one-time requests. This position works independently but must also function with a team and work collaboratively. The incumbent must act with discretion and an impeccable work ethic. This position performs no direct supervision of staff but is responsible for guiding and supervising co-op students as needed. They will support team members and bring innovative and creative recommendations to the manager and senior leadership team.
- **Decision-Making Authority:** This position can make independent decisions and should regularly make information-based decisions using sound judgment. The position is expected to resolve event specific issues and be responsible in planning and implementing events. Refers atypical problems to and collaborates strategically with the Career Education Strategy and Communications Manager.
- **Physical and Sensory Demands:** Minimal demands typical of an administrative position within an office environment; peak times can include many simultaneous demands resulting in potential, but minimal, fatigue or strain.
- **Working Environment:** Located in an indoor office area. Regular working hours with some evening/weekend work required. The role involves dealing with a variety of tasks, frequent interruptions, the need for continual adjustment of priorities, and meeting multiple, conflicting and/or tight deadlines beyond one's control. Minimal travel to support off-campus events.