

## Job Description

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<b>Job Title:</b>	Engagement Co-ordinator
<b>Department:</b>	CEE Business Services
<b>Reports To:</b>	Employer Engagement Manager
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 7
<b>Effective Date:</b>	November 2021

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### **Primary Purpose**

In alignment with Co-operative and Experiential Education's (CEE) strategic goal to increase stakeholder engagement through programs and initiatives, the Engagement Co-ordinator will play a key role in the development and implementation of all activities associated with CEE's stakeholder engagement and recognition across Canada, the United States and internationally. The incumbent will lead and coordinate the planning of events and identified activities targeted at generating stakeholder engagement in alignment with the University of Waterloo's brand excellence.

The Engagement Co-ordinator will develop and maintain strong relationships to support the strategic direction of the various units within CEE (including senior leadership) and campus partners, such as the Office of Advancement and Alumni Relations. Contributing to a collaborative, sustainable and robust stakeholder engagement and recognition framework, the incumbent will organize communications, digital and engagement requirements for campaigns.

This role will creatively research and bring forward new, viable and strategic concepts to add to the University of Waterloo's reputation for leadership and excellence in Co-operative and Experiential Education. It will also be accountable for managing identified projects and internal activities that align with CEE's strategic goals for stakeholder engagement.

With guidance from the Employer Engagement Manager, the Engagement Co-ordinator will lead research and analysis to produce reports regarding the value of the above-mentioned engagement activities and make recommendations for future planning. In addition, the Engagement Co-ordinator will recommend, monitor and track expenses related all stakeholder engagement activities.

### **Key Accountabilities**

#### **Oversee targeted event and engagement activities in alignment with the engagement strategic plan**

- Lead the development, planning, implementation, and assessment of identified internal engagement events and activities.
- Conduct research and analysis to understand trends and key areas of industry focus that align with CEE's strategic priorities for stakeholder engagement
- Seek out opportunities to engage CEE stakeholders through existing outreach channels
- Support the retention and growth of our existing employer base by managing employer engagement and recognition events, campaigns, and gifts, maintaining the highest level of customer service to establish meaningful touch points
- Procure promotional items consistent with departmental and University of Waterloo brand guidelines

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<ul style="list-style-type: none"><li>• Co-ordinate and liaise with external vendors and other university departments where required</li></ul>
<b>Execute the implementation of the employer recognition plan, including a recognition framework and related activities</b> <ul style="list-style-type: none"><li>• Support the retention and growth of our existing employer base by assisting with employer engagement and recognition events, campaigns, and gifts, maintaining the highest level of customer service to establish meaningful touch points</li><li>• Develop and establish best practices to measure and monitor the value of CEE's strategic activities to employers in collaboration with the Employer Engagement Manager</li></ul>
<b>Coordinate events and activities to support CEE leadership projects and initiatives</b> <ul style="list-style-type: none"><li>• Serve as the main point of contact for managing in-person and digital events, leading all technical online platform and in-person requirements. (Hopin, Streamyard, Ticketfi, room and venue bookings, catering, transportation, audio/visual rental arrangements, gifts, etc.)</li><li>• Coordinating schedules and run-throughs with international association leadership and leadership of employer institutions</li><li>• Organize all pre-event, event and post-event logistics, measuring the success of the event through detailed post-event discussions, analysis and documentation</li></ul>
<b>Manage the purchasing and effective use of employer marketing materials, along with inventory management of all promotional and marketing materials.</b> <ul style="list-style-type: none"><li>• Manage inventory of marketing materials including promotional items, employer gifts and prizes</li><li>• Work with university departments such as Creative Services, W Print and Central Stores and external vendors to co-ordinate the production and delivery of marketing materials</li><li>• Research effective and cost beneficial marketing materials that align with the employer engagement strategy</li><li>• Ensure our visual brand is consistent with CEE and follows the University of Waterloo's branding guidelines</li></ul>
<b>Co-manage the additional networking and professional (ANPE) events calendar with the Centre for Career Action (CCA)</b> <ul style="list-style-type: none"><li>• Lead the promotion of the calendar with internal and external stakeholders</li><li>• Work closely with CCA staff to manage the effective internal usage of the calendar</li><li>• Assist with training and managing co-op students responsible for supporting the calendar</li></ul>

*\*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**

<b>Education</b> <ul style="list-style-type: none"><li>• University undergraduate degree in communications or marketing, human resources or related discipline required.</li><li>• Post-secondary diplomas or courses in event management, public relations, marketing or communications preferred</li></ul>
<b>Experience</b> <ul style="list-style-type: none"><li>• At least 3-5 years of experience in a marketing, communication or event management role.</li><li>• Solid understanding, experience, and successful track record with:<ul style="list-style-type: none"><li>○ Event organization and management</li></ul></li></ul>

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- Loyalty, recognition and reward programs
- Inventory management
- Sponsorship programs
- Partnership development skills
- Experience working within a corporate workplace and an understanding of the various corporate functional areas
- Experience working with people in leadership roles within an organization and outside of it
- Experience in coaching, mentoring and managing co-op students
- Experience producing and managing activities on various digital platforms including Hopin, Streamyard, Accelevents, WebEx, Zoom and Teams Live

### **Knowledge/Skills/Abilities**

- Excellent event management experience
- Advanced research and analysis skills using WaterlooWorks, the internet and face-to-face interviews
- Strong understanding of digital event platforms (Hopin, Streamyard, Webex, TeamsLive, Ticketfi)
- Full functional ability to produce and execute events in-person or on virtual platforms with little to no training
- Outstanding attention to detail and organizational skills are imperative for success in this role
- Ability to lead inventory management with little to no training
- Knowledge of Co-operative and Experiential Education and or a similar organization is desirable
- Excellent working knowledge of Microsoft Office

### **Nature and Scope**

- **Contacts:** *Internal:* The Engagement Co-ordinator interacts with co-workers across the department to support the development of the employer engagement and recognition framework and to evaluate project success and how to improve on an ongoing basis. The incumbent will work with a wide range of campus partners such as Alumni, Advancement, the Office of Research, etc., to support internal activities. Interactions with CEE & campus leadership. *External:* The Engagement Co-ordinator will work with digital event platform vendors and promotional material suppliers to secure high quality products that align with CEE brand and level of excellence. The Engagement Co-ordinator also interacts frequently and consistently with employers.
- **Level of Responsibility:** The Engagement Co-ordinator role will work with the Employer Engagement Manager and Employer Engagement Specialist. The incumbent provides support to the Communications and Marketing team projects and may take on specific assigned tasks or projects outside of their planned work to help manage workloads across the team. This position may participate in the co-op student hiring and evaluation process two times a term. The Engagement Co-ordinator will interact with key CEE stakeholders on a frequent and consistent basis through the various elements within the engagement and recognition plans.
- **Decision-Making Authority:** The Engagement Co-ordinator works with the Employer Engagement Manager on vendor approvals, event logistics and leadership correspondence. The Engagement Co-ordinator supports the end-to-end production of internal engagement and recognition activities from writing and sharing the project brief with the project team, to meeting project targets and the successful delivery of the project including all elements. When quality concerns, budget issues, timing issues or relationship management issues arise, they are escalated to the Employer Engagement Manager for resolution.
- **Physical and Sensory Demands:** The incumbent must be able to work amidst constant interruptions from phone calls, emails or questions from colleagues or co-op students working around them. The Engagement Co-ordinator must deliver exceptional quality outputs through meticulous attention to

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detail and meeting very high production standards. This role requires exertion of physical or sensory effort resulting in moderate fatigue, strain or risk of injury.

- **Working Environment:** This role is office-based and is not suitable for regularly working from a remote location. This role involves planned, occasional travel across Canada for event activities. There will be occasional unusual hours such as early mornings, late evenings or weekends which may disrupt the incumbent's personal life considerably. At times, the workload is high and fast-paced requiring extended work hours to meet deadlines. Meeting deadlines is critical to success in this role. The incumbent will be required to contribute to helping manage high workloads across the team by taking on assignments as requested by the manager.