

Job Description

Job Title:	Events & Marketing Manager
Department:	Centre for Education in Mathematics & Computing (CEMC)
Reports To:	Administrative Officer, CEMC
Jobs Reporting:	Contest and Events Coordinator
Salary Grade:	USG 7
Effective Date:	November 2020

Primary Purpose

This position is accountable for the management of all facets of CEMC events, including event administration strategy, planning and implementation, marketing and communications, logistics, administration, budgeting and evaluation and provides a central point of contact for internal and external stakeholders.

The Events & Marketing Manager is also responsible for creating and implementing cohesive multi-year marketing and brand strategies for CEMC, providing consistency and adherence to CEMC branding and identity frameworks and producing unique and creative materials for the benefit of CEMC outreach and engagement goals and objectives.

Events include but are not limited to a number of workshops for students and conferences for teachers in math and computer science, 12 math and 2 computer science contests (including contest creation meetings and contest marking sessions), and many other face-to-face and online outreach activities.

Key Accountabilities

Event Management

- Accountable for planning, on-going project management, delivering, evaluating and reporting on CEMC events including but not limited to; student workshops, teacher conferences, student awards and recognition, 2 contest creation and 2 contest marking meetings, etc.
- Collaboratively create engaging, authentic, informative and fun events with CEMC faculty coordinators, direct report and other CEMC/UW staff, including casual staff and volunteers
- Monitor, review and adapt best practices for events to ensure that processes are effective and proactively recommend new opportunities to build greater efficiencies (adopting and applying industry best practices and emerging technologies for ensuring authentic engagement)
- Responsible for collaborating on an evaluation plan for CEMC activities with internal stakeholders as well as continually monitoring and adapting the plan as required
- Demonstrated ability to manage concurrent projects under tight deadlines while accommodating interruptions to deal with pressing issues as they arise

Marketing and Brand

- Develop and implement an integrated communications plan for the promotion of outreach activities and events using both print and electronic media; manage and monitor web-based communication (promotion, registration, post-event feedback, etc.)
- Manage, development and implement CEMC brand guidelines, applications, templates, tools, website, education and training etc. in collaboration with various working groups, individuals and other partners

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- Work with internal CEMC stakeholders to develop and implement marketing and promotional materials marketing and brand plans including audience and market definition, environmental scans, content marketing strategy, paid media strategy, and cross-channel tactical plans;
- Create Marketing Action Plans for all initiatives for which they are responsible, accurately document all components of their work to ensure transparency, communication, and accountability of all contributors

Strategic Planning and Budgeting

- Develop and manage an annual calendar of events that support the strategic objectives of the CEMC
- Support the Administrative Officer and the Financial Coordinator in the development of the CEMC annual budget as it relates to planned activities events and marketing
- Manage significant event budgets (i.e. \$10,000 to \$50,000 per event)
- Exercise fiscal responsibility related the procurement process for internal and external vendors to support brand cohesion, marketing campaigns, and event management.

Relationship and Change Management

- Manage supplier relationships to ensure quality, budget and delivery objectives are met
- Assigning and monitoring workload of all support staff, including the recruiting and managing of volunteers to support the delivery of events
- Maintain ongoing positive relationships with campus colleagues, partners, vendors and CEMC stakeholders, both internal and external, and identify opportunities for internal collaboration and consultation with faculties, colleges and departments on marketing and brand projects, and execution of developed event plans.

Staff Management

- Hires, supervises, and evaluates the personnel who report to him/her, including the management of interview committees, the selection of outstanding candidates, salary negotiations, and any performance management necessary
- For all staff who report to him/her, leads collaborative projects, sets clear and reasonable expectations, provides ongoing feedback, ensures the delivery of results, and establishes a strong foundation for performance through a comprehensive training program.
- Creates and maintains a work environment that fosters, recognizes, and rewards supportive mentorship, professional quality, respectful communication, creativity, positive energy, and synergy.

**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

- Post-secondary education in events planning (or related field ie: hospitality), marketing and/or communications, or an equivalent relevant combination of education and experience

Experience

- 4+ years of event management experience with demonstrated track-record in managing and promoting mid- to large-scale events
- 4+ years of experience in marketing and communications, specifically the area of client service, public relations and brand management, from inception to activation

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- Experience creating and managing social media campaigns, developing innovative and persuasive content and tracking metrics to assess traffic patterns and demographic details [L SEP]
- Proven personnel management, including conflict management, leadership and volunteer management experience

Knowledge/Skills/Abilities

- Exceptional verbal and written communications skills, including the ability to create and deliver presentations and training
- MS Word: 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. team-based budget management and project management requirements)
- Demonstrated experience using various social media platforms for communication and promotion (e.g. Facebook, Twitter, LinkedIn, Instagram), as well as web-based enterprise systems such as CMS, SmartSheet, CRM, automated marketing software, etc.
- Experience exercising fiscal responsibility by developing, monitoring and managing budgets
- Disciplined project management experience with a demonstrated ability to manage concurrent projects under tight deadlines with exceptional attention to detail and accuracy
- Excellent team-building and relationship management skills
- Independent judgment in areas of time management, task prioritization and decision-making
- Ability to work collaboratively with multiple stakeholders to coordinate and organize efforts in support of strategic priorities
- Flexible, diplomatic, efficient and capable of managing crisis situations as they arise

Nature and Scope

- **Contacts:** Internally communicates with colleagues in a wide range of departments and groups and at all levels to manage the execution and integration of a variety of engagement activities in support of CEMC outreach goals and objectives. Externally, this position will have significant contacts with suppliers and community partners and will be involved in conferences and meetings to advance the strategic communications agenda of the CEMC.
 - **Level of Responsibility:** The job has specialized work with minimal supervision and has a direct report, responsible for their performance management, appraisals, professional development and disciplinary action (if necessary). The job includes responsibility for the management, in consultation with senior leadership, of content and materials produced by the incumbent which are distributed globally. The incumbent is expected to be forward looking, aware of trends and bring innovative and creative recommendations to the CEMC senior leadership team. The incumbent will possess proven ability, extensive experience and strong working knowledge and understanding of events management, integrated marketing and brand strategies. They will provide guidance and support to team members and establish goals in consultation with Director and Administrative Officer.
 - **Decision-Making Authority:** The incumbent is required to exercise superior judgment relying on expert knowledge and ability to manage long-term goals as well as make critical decisions quickly while supporting the Director and Administrative Officer in the delivery of events, marketing, branding and media relations initiatives that best support the CEMC's strategic priorities and enhance its reputation.
- Physical and Sensory Demands:** Minimal demands that are typical of a position operating within a fast-paced, service-oriented office environment. Extensive periods of sitting and concentrated use of the computer. Requires close attention to detail, thoroughness and accuracy. Balancing of conflicting demands and deadlines, while accommodating interruptions to deal with pressing issues as they arise.

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Working Environment: Regular working hours; some evening or weekend work as required—flex time option available as needed. Occasional travel (once or twice per year) may be required. No significant physical risks—occasional lifting of boxed materials may be required; assistance is always available for heavy items. No significant psychological risks—occasional overlapping deadlines, interacting with internal and external suppliers of services, supplies, equipment, etc.