

Job Description

Job Title:	Manager, Course Materials
Department:	Print + Retail Solutions
Reports To:	Director
Jobs Reporting:	Course Materials Specialist Custom Publishing and Marketing Coordinator Customer Service and General Books Specialist Customer Service Associate Point of Sale Supervisor
Salary Grade:	USG 11
Effective Date:	August 1, 2017

Primary Purpose

The Manager, Course Materials is accountable for the effective operations and strategic oversight of the Book Store including timely and affordable provision of course materials and trade books to students, staff, faculty, and alumni. The incumbent identifies and leverages opportunities and partnerships to position the Book Store as the trusted source for academic course materials and merchandise that enrich the student academic experience and support student success.

Key Accountabilities

Leadership

- Contributes to goal-setting and strategic planning for the department as a member of the P+RS Management Team, and implements those plans and goals within the Book Store
- Develops strategies to establish the University of Waterloo as a leader and voice for the post-secondary academic materials market, and advocates for institutionally owned and operated campus stores
- Assists in the creation of and adherence to P+RS' standards of excellent customer service
- Ensures effective communication of departmental direction and initiatives to direct reports by establishing transparency through shared P+RS goal setting
- Proactively participates in P+RS project prioritization and reviews it on an ongoing basis, while taking the initiative to make recommendations to the Director with respect to potential customer service and conversion improvements to increase sales and profitability
- Models the values of the P+RS department and the priorities of the Management Team in interactions with internal and external partners

Effective Retail Performance

- Develops and implements processes and procedures through shared Book Store team planning to ensure that strategic goals are realized and business targets are met
- Working closely with the Manager, Accounting & Financial Analysis, establishes targets and evaluates financial performance by applying analytical skills to assess revenue, margins, expenses, pricing, promotions and inventory management
- Develops and implements strong, cohesive promotional strategies and marketing campaigns with the Marketing Coordinator and the P+RS Management Team
- Takes overall responsibility for managing relationships with vendors, including negotiating prices, rebates and discounts that are favourable for the University of Waterloo and customers

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- Researches new emerging course material technologies in higher education including new content delivery models or external competitive services for future planning and service options

Effective Operations

- Responsible for the day-to-day procurement and provision of course material in both print and digital formats and other academic support resources for the University of Waterloo community, to be distributed through both physical and online stores, including managing obsolescence, shrinkage, write-downs and price reductions
- Establishes and maintains an effective and timely course material adoption process by liaising between the Book Store and departments campus-wide while ensuring constructive and proactive faculty relations
- Facilitates the interpretation and application of '*Guidelines Pertaining to Learning Resources*' for faculty to provide information on course material purchase options during the consultation and negotiation process with publishers
- Working with the Manager, Accounting & Financial Analysis, prepares and administers annual budgets, and recommends, implements and administers effective operating policies and procedures
- In consultation with the Associate Director, Operations, facilitates the application of technology resources within P+RS or integration of technology resources from the campus store industry for enhancement of content delivery such as print on demand books, eBooks and access codes through the point of sale system
- In consultation with the Management Team and the Marketing Coordinator, develops strategies to build customer loyalty and strengthen the P+RS Rewards program
- Identifies opportunities for operational efficiency through proper human resource planning and management and effective allocation of financial and operational resources
- Implements systems and processes to establish and maintain records for the operating unit

Staff Management

- Trains, supervises and mentors Book Store team members
- Initiates and conducts regular performance conversations and annual reviews with direct reports
- With support from the Director, addresses performance and staffing issues quickly and decisively – and proactively, whenever possible – within the Book Store team

Collaboration

- Interacts regularly with the Management Team and all P+RS staff and supports cross-promotion of products and services wherever possible
- Establishes and maintains strong partnerships and relationships with units throughout the university and the affiliated colleges that help P+RS achieve its goals, while ensuring that P+RS is represented professionally
- Establishes and maintains strong collegial and productive relationships with colleagues at other post-secondary institutions, sharing best practices and developing solutions to shared issues within the sector
- Actively participates in industry groups and associations such as CCRA and CSC to help shape the business environment for post-secondary institutions
- Represents P+RS on various campus committees related to academic support materials and educational technologies

Customer Service

- Commits to positive interactions with all internal and external customers, and provides appropriate level of assistance regardless of situation or location
- Ensures that all customer inquiries are handled in a professional, timely manner; and in cases when customers should be redirected to other staff, the incumbent will ensure that the redirection is complete and that the customer is not left without service

Required Qualifications

<p>Education</p> <ul style="list-style-type: none">• University degree, or equivalent education and experience• Post-secondary training in business, purchasing, marketing and/or analysis is an asset• Education and/or professional experience in publishing is preferred
<p>Experience</p> <ul style="list-style-type: none">• Five years of progressively responsible related experience, including a minimum three years of supervisory experience in a business or post-secondary environment• Demonstrated experience negotiating product purchases in an academic setting, with accountability for meeting margin and pricing targets• Experience with pedagogical cycles and processes and curriculum development
<p>Knowledge/Skills/Abilities</p> <ul style="list-style-type: none">• Business acumen and analytical skills• Critical thinking• Demonstrated leadership ability• Excellent written and verbal communication skills• Interpersonal skills and relationship-building• Knowledge of Canadian copyright law and its application to the provision of course materials• Familiarity with relevant University of Waterloo policies, procedures, and guidelines including Health and Safety, Staff Employment, Conflict Management and Human Rights, and AODA requirements are preferred

Nature and Scope

- **Contacts:** Beyond connections with P+RS colleagues, the incumbent has regular contact with campus groups and off-campus suppliers to maintain and develop positive customer relationships and beneficial vendor relations. The incumbent also maintains excellent relationships with colleagues from other institutions to gather best practices and share information related to providing the best service possible to the campus community.
- **Level of Responsibility:** For the areas under his or her oversight as outlined above, the Book Store Manager is responsible for the overall financial and service performance, and for meeting the strategic goals and the revenue, profitability and efficiency targets set for the Book Store. Staffing for this area includes four full-time staff members and a pool of approximately 40 casual/student staff. The Book Store is the largest unit within P+RS, and as the Manager, this position is highly visible and is seen as the face of P+RS by customers. This position is a key contributor to departmental strategic planning and decision-making.
- **Decision-Making Authority:** This position has decision-making authority for the items outlined above.
- **Physical and Sensory Demands:** This position requires exertion of physical sensory effort resulting in slight fatigue, strain or risk of injury. Some lifting, bending and stretching is required from time to time, in order to move/display products for sale
- **Working Environment:** This position works in a typical retail store and office environment. There may be unusual hours or schedules, extended weekend hours, or weekday extended hours with varying volumes of work at different times of the year. Some travel may be required.