

Job Description

Job Title:	Manager, Direct-to-Campus Sales
Department:	Print + Retail Solutions
Reports To:	Associate Director, Strategic Initiatives & Special Projects
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	November 2020

Primary Purpose

The Manager, Direct-to-Campus Sales is accountable for strategic oversight, effective operations and revenue growth for campus-facing services and products, including the campus-wide fleet of multi-function printers and copiers as well as other technology sales and service strategies. In addition, the incumbent will provide leadership support for Print + Retail Solutions' (P+RS) W Print division by serving as back-up to the Production Manager as needed. The incumbent works closely with other members of the Business Development Working Group to identify and leverage opportunities and partnerships to position the areas under their oversight as the trusted source for printing and technology needs, by building strong working relationships with campus partners and providing excellent customer service. Additionally, the incumbent supports the development of growth strategies by the Associate Director, Strategic Initiatives & Special Projects by working on special projects as needed.

Key Accountabilities

Leadership

- Contributes to goal-setting and strategic planning for the department as a member of the P+RS Leadership Team, and implements those plans and goals within their area
- Assists in the creation of and adherence to P+RS' standards of excellent customer service
- Ensures effective communication of departmental direction and initiatives to colleagues 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 Associate 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 Leadership Team in interactions with internal and external partners

Effective Sales Performance

- Develops and implements processes and procedures through shared team planning to ensure that strategic goals are realized and business targets are met
- Establishes targets and evaluates financial performance by applying analytical skills to assess revenue, margins, expenses, pricing, promotions and inventory management
- In collaboration with the Business Development Working Group and the Marketing team, develops and implements strong, cohesive promotional strategies for areas within their purview, including targeted marketing campaigns and business development strategies
- Takes overall responsibility for building and managing relationships with vendors, including holding them accountable to high standards and negotiating prices, rebates and discounts that are favourable for the University of Waterloo, P+RS and customers
- Researches new emerging technologies and opportunities in higher education
- Responds quickly, thoroughly and professionally to requests for quotations and information
- Support for special projects related to growth strategies as assigned by the Associate Director, Strategic Initiatives & Special Projects

Effective Operations

- Responsible for the day-to-day procurement and provision of inventory items for direct-to-campus sales (e.g., computers, headsets) to be distributed through any P+RS sales channels (e.g., special orders, W Store, wstore.ca), including managing obsolescence, shrinkage, write-downs and price reductions in collaboration with the Manager, Purchasing & Merchandising Strategy
- Oversees the campus fleet of multi-function printers and copiers with a continuous improvement mindset, maximizing both efficiencies, through automation and effective vendor management, and revenue, through effective negotiations and customer relationship management
- Works with the Production Manager and the Business Development Working Group to rationalize and align pricing structures for all direct-to-campus sales strategies
- Establishes and maintains effective and timely processes and response times by liaising with on- and off-campus partners
- Prepares and administers annual goal-setting and budgets as needed
- Establishes and manages contracts in coordination with the Associate Director, Strategic Initiatives & Special Projects, with the goal of maximizing the benefits that flow to the University of Waterloo
- Recommends, implements and administers effective operating policies and procedures
- Responsible for ensuring accuracy and integrity of sales transactions from point-of-sale, department charges, lease payments, price-per-click charges, etc.
- Facilitates the application of up-to-date technology resources to ensure customer needs are met effectively
- Develops strategies to build customer loyalty and strengthen/expand the P+RS loyalty 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 as needed
- Takes the lead on RFP processes for technology and services (e.g., multi-function printers and copiers), along with ensuring effective implementation, communication and ongoing management

Staff Management

- In the role of back-up to the Production Manager, trains, supervises and mentors W Print staff
- Initiates and conducts performance conversations as needed, addressing performance and staffing issues quickly and decisively – and proactively, whenever possible

Collaboration

- Interacts regularly with the Leadership Team and all P+RS staff, and supports cross-promotion of all P+RS products, services and sales channels wherever possible
- Establishes and maintains strong partnerships and relationships with units throughout the university and the affiliated colleges
- 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

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 customer is not left without service

Job Description

**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

<p>Education</p> <ul style="list-style-type: none"> • University degree, or equivalent education and experience • Post-secondary training in business, purchasing, marketing, information systems and technology and/or business analysis is an asset • Education and/or professional experience in retail management, project management and/or copier fleet management is preferred
<p>Experience</p> <ul style="list-style-type: none"> • Minimum three years of supervisory experience in a business or post-secondary environment • Minimum five years of experience negotiating product purchases, preferably in an academic setting, with accountability for meeting margin and pricing targets • Minimum five years of experience creating sales strategies and developing relationships in order to facilitate strong, long-term business partnerships with customers • Experience and demonstrated comfort using databases, spreadsheets and new technologies
<p>Knowledge/Skills/Abilities</p> <ul style="list-style-type: none"> • Familiarity with print management software (e.g., PaperCut) • Business acumen and analytical skills • Critical thinking • Demonstrated leadership ability • Excellent written and verbal communication skills; effective presentation skills considered an asset • Interpersonal skills and relationship-building • Familiarity with relevant University of Waterloo policies, procedures, and guidelines including Health and Safety, Staff Employment, Conflict Management and Human Rights, and AODA requirements is preferred • Intermediate skill with MS Office suite

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 Manager, Direct-to-Campus Sales is responsible for the overall financial and service performance, and for meeting the strategic goals and the revenue, profitability and efficiency targets set for his or her area. Staffing for this area includes two full-time staff members and casual/student staff members from time to time.
- **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 printers, copiers and 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.