

## Job Description

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<b>Job Title:</b>	Senior Manager, Wellness and Active Living
<b>Department:</b>	Athletics and Recreation
<b>Reports To:</b>	Director of Athletics and Recreation
<b>Jobs Reporting:</b>	Joint reporting of Health Promotion & Evaluation Specialist (Campus Wellness)
<b>Salary Grade:</b>	USG 11
<b>Effective Date:</b>	October 2019

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### **Primary Purpose**

This position reports to the Director of Athletics & Recreation and is responsible for the strategic planning and implementation of departmental wellness priorities, as they relate to the importance of physical activity, student engagement, and holistic health across campus. Accountabilities include planning, developing, implementing, monitoring and evaluating policies, programs and services designed to promote physical activity and the impact it has on holistic health, academic success, and student experience. A key strategic focus of this position is to establish and leverage sustainable partnerships with campus stakeholders to impart and enhance the department's contributions to proactive mental health and wellness. While the students of the University of Waterloo are the primary focus of the endeavors of this position, the wellness and health of all campus community members are necessarily ever-present as a companion concern.

### **Key Accountabilities**

#### **Leadership and Program Management**

- Provides strategic direction and oversight of departmental wellness programming, projects, and initiatives, as they relate to the promotion of physical activity, student engagement, and holistic health. This involves collaborations across portfolios within the department, as well as collaborations across campus. (Includes but not limited to Move Your Mind, Wellness Ambassadors)
- Provides guidance and project oversight to the Health Promotion Evaluation Specialist and oversees the management of the Move Your Mind Co-Op position and program
- Researches best practices, designs, and implements campus-wide campaigns, programs, and activities that promote physical activity, its role in proactive mental health, and the impact on wellbeing.
- Recruits and manages project leads with respect to specific initiatives. This includes Recreation Coordinators, Varsity Coaches, Support Staff, and students.
- Develops and manages budget related to departmental wellness initiatives.
- Works with Athletics and Recreation leadership to identify funding sources, secure funding, and manage relationships.

#### **Strategic and Operational Planning**

- Engages in all strategic and operational planning while cognizant and supportive of the mission of the Department of Athletics and Recreation as well as the University's Strategic Plan, mission, and values.
- Institutes departmental priorities aligned with PAC-SMH (President's Advisory Committee – Student Mental Health) recommendations and the evolving work of the Wellness

Collaborative, and manages the implementation of these priorities across all facets of the department.

- Identifies how departmental priorities align with the strategic plans of individual faculties and support services on campus when establishing partnerships.
- In the context of a collaborative stakeholder planning process, this position works closely with the Campus Wellness Health Promotion team to implement and maintain a campus-wide plan to address mental health with a proactive approach. This includes but is not limited to advocacy of the importance of physical activity, social connection, and student engagement.
- Implements the Okanagan Charter as a framework for programs, initiatives, and projects across the department.

### **Wellness Communication and Mental Health Advocacy**

- Provides direction and management in the development of key and persuasive messages and branding for Athletics and Recreation in the interest of promoting physical activity and mental health.
- Provides the direction and management for the execution of an integrated communications plan to support physical activity as a tool for proactive mental health.
- Oversees departmental representation in campus wide wellness initiatives. (President's Advisory Committee – Student Mental Health, Wellness Collaborative, THRIVE week, Winterloo, et cetera)
- Encourages and supports institutional policies that address campus health and wellness and provides strong advocacy for a prevention perspective, principals and values. This position promotes to the campus community the linkage between physical activity, well-being and personal/academic success.
- Communicates to the campus with an educational and influential purpose, the key messages of the Department of Athletics and Recreation, through individual, small group and large group presentations.
- Oversees departmental staff training as it relates to mental health and wellness.
- Provides mental-health disclosure support to departmental staff working with students,

### **Assessment and Research**

- Ensures that valid, reliable and appropriate population-based assessments of the health status, needs and strengths of the members of the campus community are utilized in the planning for and delivery of policies and programs (including, but not limited to, The National College Health Assessment, National Survey of Student Engagement, and other data collected and assessed by the Student Success Office).
- Reviews appropriate theory and research ensuring that all programs and policies are grounded in sound and current theory and evidence.
- Identifies opportunities to integrate interdisciplinary research into departmental program offerings, initiatives, and communications
- Identifies gaps in available data, and facilitates opportunities for further research to guide and improve services, communications, and program offerings
- Oversees the development of measurable outcomes for programs and services and ensures the use of both quantitative and qualitative methods in the assessment of need and evaluating the effectiveness of programs and services. Compiles data and reports as necessary for institutional leadership, student associations, students and donors.

### **Relationships and Collaboration**

- Provides leadership for and facilitation of collaboration across departmental portfolios, working directly with recreation coordinators, varsity coaches, support staff, student staff, and leadership.

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- Establishes sustainable partnerships with campus stakeholders, including faculties, student support services, students, and student associations.
- Ensures communication with the Faculty of Applied Health Science and the Centre for Mental Health Research in the interest of translating research knowledge into application, wherever possible.
- Communicates and collaborates with local community organizations, (ex. Region of Waterloo Public Health) and provincial and national post-secondary institutions and organizations (ex. NIRSA)

### **Required Qualifications**

#### **Education**

- University degree required, preferably in Recreation and Leisure Studies, Public Health, or Physical Education, as well as professional development in these areas including
- Masters or Doctoral degree is preferred.
- First aid and CPR instructor certification required, and instructor certification in any of the program offerings within the scope of the recreation are beneficial.
- Certified in Emergency First Aid

#### **Experience**

- 3+ years experience in a leadership role within the context of sport and recreation, including people management and developing and implementing programs and services related to enhancement of health and wellness.
- Experience with a broad range of sporting and recreational disciplines and health promotion

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

- An in-depth understanding of the diverse student experience in a post-secondary setting, as well as collaboration with institutional faculties and support services.
- Able to understand and implement the conclusions, inferences, and recommendations of health and wellness professional literature and research.
- Able to develop and implement persuasive communication strategies with a focus on the promotion of physical activity and the impact of holistic health on the student experience.
- Strong communication, presentation, and influencing skills.
- Excellent interpersonal skills are essential.
- Required to prioritize and delegate effectively, utilizing the skill sets and leadership of others.
- Critical decision making and ethical thinking while balancing competing priorities and needs.
- Working under time pressures with multiple demands.
- Familiarity with Social Media platforms and MS Office products.
- Competency with Fusion Software package is preferred.

### **Nature and Scope**

- **Contacts:** This position is a liaison between various portfolios, including recreation coordinators, varsity coaches, and support staff (facilities and marketing.) As a priority, cross-campus relationships are developed and sustained with faculties, satellite campuses, affiliated colleges, student support services (Campus Wellness, Student Success Office, Housing Services, AccessAbility Services) and student associations (WUSA, GSA.)
- **Level of Responsibility:** This position is at the senior leadership and management level reporting to the Director of Athletics and Recreation and is responsible for the oversight of all mental health and

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wellness initiatives for the department. The incumbent further serves as a representative for the department, developing and driving strategy to promote activity as a means to support holistic health and the comprehensive student experience for the entire campus community.

- **Decision-Making Authority:** This position has significant decision-making authority for all accountabilities related to the provision of wellness initiatives for the Athletics & Recreation Department. This position makes recommendations to the Director of Athletics and Recreation about improved service and business process opportunities that impact wellbeing for departmental staff, student staff, and participants of all programs and services.
- **Physical and Sensory Demands:** Minimal demands typical of a senior position operating within an office environment.
- **Working Environment:** Exposed to stress and pressure associated with senior level responsibilities. Involves minimal-moderate psychological risk resulting from unavoidable exposure to hazardous, disagreeable, or uncomfortable environmental conditions. There may be unusual hours or schedules, multiple and/or tight deadlines beyond one's control and constant interruptions (i.e. phone calls, emails, and unplanned but urgent service requests) that are impacted by varying student needs at different times of the year. Judgment required when dealing with mental health and wellness concerns with significant consequences if errors. Maintaining respect and trust of the campus community, senior management, and staff is critical to the effectiveness of this role.