

Job Description

Job Title:	Marketing Coordinator
Department:	Athletics and Recreation
Reports To:	Manager, Marketing & Communications
Jobs Reporting:	None
Salary Grade:	USG 7
Effective Date:	December 2020

Primary Purpose

The Marketing Coordinator is accountable to the Manager, Marketing & Communications, and is responsible for assisting the Manager, Marketing & Communications with developing and executing a strategic plan that will engage students with the Athletic and Recreation department and its programs and services. The incumbent is responsible for creating, planning, implementing and evaluating specific events (*non-major*) and promotions that will have a positive impact on the student-experience. impacting the student wellness of the Waterloo community. The position is responsible for the execution of the Warrior box office for all market driven and special events. The Coordinator will also support the Manager, Marketing & Communications with community outreach initiatives and sponsor servicing advancing the Warrior brand within the Waterloo Region.

Key Accountabilities

Promotion and Special Event Management

- Responsible for developing and executing an annual strategic special events calendar in conjunction with the Manager, Marketing & Communications with a focus on student engagement.
- Responsible for the planning and execution of over 30 promotional events and initiatives a year including the Athletics and Recreation Open Houses, varsity special events including, but not limited to Fantastic Alumni, Faculty Staff and Retirees Day, Black and Gold Day, Senior Days, Residence Events, Battle of Waterloo and Warriors Nights, Warriors Think Pink campaign and Bell Let's Talk.
- Develop and carry out an advertising and promotional plan with a focus on current and prospective students that aligns with the department mission to ensure students are aware of our Recreation programs, department services and varsity events.
- Identifies and measures the metrics to measure the effectiveness for events, streamlining existing processes when needed.
- Tracks and works within event budgets, liaison and communicating with relevant stakeholders.
- Organizes and co-ordinates the department's participation in other on campus partner initiatives such as, but not exclusive to recruitment and transition events (Orientation Week, Don Orientation, Faculty 101 Days, Grade 10 Family Night, Ontario Universities Fair, Fall Open House, March Break Open House, YOU @ Waterloo Day, Campus Life Fair, GSA Fair and Postdoc Services Fair).
- Support Manager, Marketing & Communications with execution of major department events including, but not limited to, President's Golf Tournament, President's Academic Reception, Athletics Banquet, Warriors Student Leadership Reception, Warriors School Day Games and Battle at the Aud.

Game Day Ticketing and Reporting

- Responsible for the day-to-day operations of the Warriors Box Office including working with the Manager, Marketing & Communications on the execution of the ticketing strategy.
- Works closely with the Coordinator, Events to appropriately staff all gate-driven games for ticket sales and validation based upon estimated attendances.
- Responsible for supporting customer service transactions (phone/email) including internal sales, group packages and to the general public.
- Enforces cash handling process and procedures for box office staff working with Business Operations and Facility staffing teams.
- Develops games within ticketing platform allowing for all variations of sales including season passes and single game tickets.
- Completes ticketing reports for department leadership, OUA and U SPORTS.

Community Outreach

- Manages and oversees planning and execution of the Warriors Team-Up Community Outreach program including promotion to schools, recruitment of student-athletes, scheduling local school visits, development of program materials and messaging for presentations.
- Assists the Manager with other community outreach initiatives to increase the support for the Warriors brand within the Waterloo Region.

Relationship Management

- Meets with internal staff and students to coordinate cross-departmental marketing and communications initiatives for the Athletic and Recreation program.
- Work closely with the Recreation team to support their promotional strategy; provide input to enhance the plan and ensure execution is successful.
- Work closely with the balance of the marketing team to ensure integration of promotional plans with digital media strategies.
- Cultivate and steward strong working relationships with other key departments on campus to identify opportunities for collaboration to increase communication and enhance student experiences. Departments include, but not limited to, Student Success Office, Housing and Residence, Waterloo Undergraduate Students Association (WUSA), Graduate Student Association (GSA), Academic Faculties, Student Societies, Visitors Centre, Marketing and Undergrad Recruitment, University Colleges and Campus Wellness.
- Assist the Manager in developing relationships for advertising and sales of Warrior inventory along with sponsor servicing responsibilities.

Staff and Volunteer Development

- Coordinates the recruitment, hiring, selection and ongoing training and mentoring of student staff and volunteers in roles such as, Sports Marketing Co-op, Ticketing Student Coordinator, Team-Up Student-Athlete Coordinator, Events and Promotions Student Coordinator, Events and Team-Up Student Coordinator, Mascot Coordinator, Rec Practicum students, and the promotions volunteer team.

**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 <ul style="list-style-type: none">• Completion of an undergraduate degree (preferable in related field).
Experience <ul style="list-style-type: none">• Minimum 2 years of experience in event planning and event management.• Experience developing, promoting and executing events aimed at enhancing student experience.• Experience with recruiting, developing and mentoring staff and volunteers.• Experience with cash handling and budget management.
Knowledge/Skills/Abilities <ul style="list-style-type: none">• Knowledge of the university environment and OUA and U Sports interuniversity events is an asset.• Excellent time management, organization and prioritization skills and ability to manage multiple and simultaneous projects and deadlines.• A high level of professionalism, a positive attitude and the ability to meaningfully engage with a variety of people on and off campus• Ability to take initiative, show resourcefulness and be attuned to the needs of various groups/individuals.• Familiarity with MS Office products (Word, Excel, Powerpoint) and Email marketing software (Emma/MailChimp, etc.)• Strong communication skills – oral and written• Standard First Aid

Nature and Scope

- **Contacts:** This position will work in a collaborative environment and have significant interaction with various key stakeholders. Internally, they will interact and liaise with all members of the Athletics and Rec Department, current students and colleagues across campus including staff and faculty. Externally, this position will interact and liaise with prospective students, Alumni and other Warriors supporters. This position oversees several part-time student positions within the marketing team. Fostering growth and leadership opportunities for these students is important.
- **Level of Responsibility:** This position is responsible and accountable for activities related to events, promotions, outreach and ticketing. This includes hiring, training, developing and evaluating numerous student-leaders each term.
- **Decision-Making Authority:** Often works with a high degree of autonomy and will regularly make decisions with regards to event management and ticketing requests using sound judgment. The role has a mix of defined, specialized and routine tasks and unusual or one-time requests, which requires outstanding customer service, exceptional attention to detail, flexibility, a strong work ethic and the ability to work and make decisions under challenging time constraints.
- **Physical and Sensory Demands:** During events there is the potential for extensive standing, lifting, carrying and/or handling objects as some physical lifting of supplies and set up will be required.
- **Working Environment:** In addition to regular working hours, this position requires frequent evening and weekend work. 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 volumes and varsity games at different times of the

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year. Location will change depending on location of events. Occasional travel may be required for off-campus events.