

Job Title:	Director, Student Engagement
Department:	Waterloo Undergraduate Student Association
Reports To:	General Manager
Jobs Reporting:	Clubs Manager, Services Manager, Special Events Coordinator, Orientation and Member Transition Manager, Orientation Administrative Coordinator
Salary Grade:	USG 10
Effective Date:	October 2019

Primary Purpose

The Director, Student Engagement will take on a key leadership role in establishing the strategic planning, facilitation and evaluation of University of Waterloo campus wide programming, services and student group initiatives offered by the Waterloo Undergraduate Student Association. The Director works towards providing all undergraduate students with a positive & meaningful experience throughout their undergraduate career.

The Director will work with on campus partners and stakeholders to ensure collaboration and coordination with other service departments. The role will also help support major advocacy efforts initiated by WUSA services. They are responsible for the overall leadership of strategies and initiatives that shape an engaging and supportive learning/development experience for all students involved in over 200 clubs, First Year Orientation, Special Events and 12 services.

Key Accountabilities

Strategic Direction, Relationship Management & Leadership

- Facilitate the development of an annual strategic plan for the department(s)
- Facilitates and mediates discussions on highly sensitive topics/disputes that may arise between UW, WUSA and/or student groups with a goal to reach consensus/resolutions
- Provides strategies, management, structure and process for the assessment, planning and provision of services, programs & initiatives to help meet department deliverables
- Represents the Waterloo Undergraduate Student Association at committees and meetings that impact the student life experience
- Establish a network of strategic relationships with campus partners and external organizations (CACUSS, COCA etc.) to remain up to date on new research, strategies and initiatives to increase collaboration, reduce duplication and strengthen program delivery
- Ensures ongoing evaluation and analysis of program delivery to ensure adequate utilization, member satisfaction and continuous improvement
- Firmly committed to a high level of customer service and to be committed to student leadership development as a top priority
- Developing a strong, sustainable student leadership model that empowers and develops student leaders while ensuring the model continues to evolve in an environment of annual student turnover
- Champions new initiatives to enhance the student experience and support initiatives and advocacy efforts of the organization.
- Provides strategic direction and oversight to our institution wide event programming such as Welcome Week, Orientation and Wrap up Week.
- Develops and maintains a strong WUSA sponsorship program that support the department's strategic initiatives.

Financial/Resource Management & Risk Assessment

- Prepares annual budget of \$1.7M+ to support WUSA efforts servicing Orientation, Special Events, Clubs and Student-Run-Services
- Prepares a multi year plan for capital improvements for the department
- Ensures proper control of expenditures and advises the budget committee regarding budget requirements for clubs, services, programming and orientation strategies and programs supported by the department
- Ensures proper control of expenditures and oversight of committees for over 2.5M in Endowment Funds
- Resource member to the Executive Team, advising on WUSA funding for student engagement, administrative/disciplinary committees, and endowment fund administration
- Ensures space and equipment resources are actively monitored, maintained and evaluated to ensure department groups are equipped with the right resources to meet their deliverables
- Ensures all branches of the department, including all societies and student groups, operate in compliance with all WUSA and University of Waterloo policies and procedures and relevant municipal by-laws, and provincial and federal legislation including, but not limited to: Regional food safety protocols, municipal noise by-laws, the Employment Standards Act, Accessibility for Ontarians with Disabilities Act, and the Privacy Act
- Ensures policies, procedures and controls are in place to mitigate risk for services/programs delivered by WUSA and its affiliates that may otherwise damage or impact both UW's and WUSA's reputation
- Assesses risk of activities within the Student Engagement department, implement controls to mitigate the risk to an acceptable level and ensures that all student groups have adequate insurance coverage (or received a certificate/proof of insurance) before approval for an activity is given. Director must be able to provide clarity of reasoning to student groups whose activities are not approved.
- Provides input into organization's liability insurance requirements to ensure organization is adequately and appropriate covered for all services/programs in the Student Engagement department

Directs, motivates, and mentors staff and volunteers

- Hires, supervises, develops, and evaluates managers, including the direction of interview committees, the selection of outstanding candidates, salary negotiations, and any disciplinary action necessary.
- For all staff under his/her direction, ensures effective administrative support systems, leadership and enlightened change management, fair performance evaluations, job-related training, and encouragement of ongoing personal and professional development.
- Accountable for the creation and maintenance of a work environment that fosters, recognizes, and rewards supportive mentorship, professional quality, respectful communication, creativity, positive energy, and synergy.
- Effectively oversees the organization, management, and control of all department resources, including but not limited to personnel, facilities, and technical assets

Program Development

- Responsible for development of all programs offered by the department including peer mentorship programs, new student transition programs, social programming, wellness programs, advocacy programs, volunteer recognition programs and student leadership programs
- Maintains strategic oversight of department campus wide programs to ensure they are evolving to meet the needs of all students
- Keeps current with modern practices and research/trends for the design, delivery and evaluation of programs offered by the department
- Champions interdepartmental efforts to integrate the Student Leadership Program, Peer Mentorship program and Orientation Programs to strengthen the student experience.

Staff and Volunteer Management

- Responsible for overall staffing of department including hiring, staff development, staff performance appraisals and disciplinary issues
- Provides leadership and direction as it relates to the development and management of 8000-12000 volunteers with diverse objectives and goals (service co-ordinators, club executives, orientation, event planner)
- Establishes objectives and performance expectations in alignment with the overall objectives and direction of the organization and departments strategic efforts
- Ensure department personnel are in compliance with WUSA, University of Waterloo & government policies, procedures and regulations
- Establishes performance indicators and assessment methods to measure achievement in all areas of responsibility including learning outcomes, program goals and objectives and individual program success
- Provides leadership to staff including setting clear and reasonable expectations, providing on-going feedback and establishing a strong foundation for performance through comprehensive training

**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

- Undergraduate degree required, preferably in the field of recreation/leadership/programming/public service. Master's or equivalent in a related field is strongly preferred.

Experience

- 5-7 years of experience managing a team responsible for the delivery of student programs/services, with a minimum 2 years in a senior leadership role
- Experience developing, delivering and evaluating strategies at post-secondary institutions
- Previous experience in managing recreation and leisure activities including large-scale event planning
- Previous experience in risk assessment and controls for a similar sized student services landscape
- Experience in mediating conflict between multiple groups/individuals

Knowledge/Skills/Abilities

- Expert ability of developing and delivering programs/services
- Demonstrated ability to develop outstanding internal and external working relationships and influence key decision makers to reach organizations strategic initiatives
- They should be highly knowledgeable in the field of recreation and programming and be aware of best practices, trends and modern methods of service development & delivery in the post-secondary sector.
- Expert ability in problem solving
- Strong negotiation and mediation skills
- Strong time management skills
- Strong ability to multi-task
- Strong communication skills (written/oral) & sound judgment
- Ability to promote collaboration & positive team environment
- Ability to research & make data driven decisions within a complex and changing environment

Nature and Scope

- **Contacts:** Internally, communicates with senior management of all groups and areas and at all levels to deal with, influence and motivate others, and to promote, justify and settle highly sensitive matters. Externally, this position will have significant senior contacts with customers and suppliers and will be involved in settling highly sensitive, confidential matters that are critical to the organization.
- **Level of Responsibility:** The position is responsible and accountable for the overall results of the group or team.
- **Decision-Making Authority:** Responsible and accountable for establishing the priorities for the area and addressing the changes to strategic plans by consulting directly with the senior management as appropriate.
- **Physical and Sensory Demands:** The role may have to mitigate conflicts between people. The role may also be subject to working with sensitive topics of discussion and must be open to facilitating respectful discussions. Limited physical resources needed. There is a need to work after traditional hours and some weekends.
- **Working Environment:** Located in a comfortable indoor area. Minimal exposure to disagreeable conditions typical of a supervisory position, one where it is occasionally necessary to convey negative or unwelcome information to students or staff.