

Job Description

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| Job Title: | Manager, Operations & Marketing |
| Department: | Organizational & Human Development |
| Reports To: | Director, Organizational & Human Development |
| Jobs Reporting: | Administrative Assistant |
| Salary Grade: | USG 9 |
| Effective Date: | August 2019 |

Primary Purpose

The Manager, Operations & Marketing, is responsible for effective oversight and management regarding internal control of financial administration, strategic planning, data analysis, project management, space management, and supervision of other administrative and operational functions that support the success of the Organizational & Human Development (OHD). Provides strategic guidance and support with respect to special projects and strategic initiatives, as requested. Develops and manages processes to ensure operational excellence of the department is maintained. Oversees marketing and communication strategies for the unit, with a focus on developing departmental brand materials in alignment with the University, and events for the department. Plays a key role in ensuring the efficacy and processes that support the provision of services and achievement of institutional goals.

Key Accountabilities

Responsible for the effective internal control, management, and administration of all internal OHD financial strategies, including long-term planning

- Prepares an overall picture and multi-year projections of the financial status of the OHD financial position, identifies potential problems, and proposes/provides solutions.
- Facilitates effective strategic decision making by identifying the financial consequences of long-term plans and proposals.
- Coordinates, monitors, and directs the set-up of financial structures to ensure that each activity is managed appropriately throughout its duration.
- Prepares financial planning documentation and funding models that assist senior leaders with planning and operational strategies.
- Determine the metrics for the operational plan and develop the procedures to collect, analyze, and report those metrics.

Responsible for the fiscal viability of units and the integrity of internal financial statements, ensuring that all available financial management tools are applied effectively in a manner that safeguards departmental interests.

- Plans, manages, and coordinates the development of the annual operating and programming budgets, including affiliated committee and/or projects, to ensure compliance with the financial strategic plan, University policies, procedures, and legislation.
- Manages and administers the learning and development programming budgets and expenses, providing guidance/consultation to the Director and Assistant Director.
- Ensures that all departmental financial data and transactions are processed and recorded in a timely manner and in accordance with generally accepted accounting principles as well as university policies and procedures.

Job Description



- Continuously review and monitor all budgets to ensure compliance, complete forecasts, and recommend strategies for improvement and best practices for effective financial planning, management, and internal control.

Responsible for providing administrative oversight, support, strategic input, and advice, ensuring the seamless operation of the OHD, including but not limited to the following:

- Maintains in-depth understanding and provides departmental expertise with respect to the interpretation and application of University policies, guidelines, and procedures that govern operations in order to offer confidential advice and serve as a source of knowledge about university policies and procedures.
- Conducts research to provide information and data to support decision-making.
- Provides operational guidance and support to the Director and Assistant Director with respect to issues and activities relating to human resources and programming.
- Responsible for space allocation, forecasting needs, and all issues related to the physical departmental spaces.
- Responsible for the optimal design, acquisition, distribution, and maintenance of furniture, equipment, and associated office infrastructure.
- Ensures the appropriate communication of administrative information to faculty and staff.

Collaborates, advises, and consults

- Fosters and maintains relationships with internal and external stakeholders
- Collaborates with, advises, and works closely with the Director and Assistant Director with respect to OHD operational matters.
- Provides strategic professional advice about accounting and process issues and offers financial analytical support to the Director.
- As appropriate, represents OHD on university-wide working groups and committees, providing expertise and advice and ensuring matters and interests of OHD are considered in university-wide decisions and policies, directs works to others as necessary.
- Develops productive, collegial working relationships with the OHD teams and other on-campus partners, embracing and consistently applying the Basic Principles of the Waterloo workplace.
- Works in collaboration of other institutional units and with the Office of the Associate Provost, Human Resources, to provide support and/or management to special projects and strategic initiatives

Develops and executes creative content for OHD materials, including marketing, workshops, and events

- Develops marketing materials for the department in collaboration with internal unit and university resources.
- Develops strategic communications and marketing for the unit and its brand
- Creates content, coordinates communication projects, which may include: e-newsletter, web content, social media content, print publications, proposals, as well as advertisements
- Provides creative support, including strategy, content creation and editing for strategic initiatives of the unit and supporting committees
- Manages web content and web platforms, using analytics and reporting tools to inform on content strategy
- Project management of large-scale events for the department, including affiliated committee and/or projects (as needed)
- Provides event support, as needed, to the Associate Provost, Human Resources on strategic events, including project management, event planning and execution of said events
- Ensures all strategies and content aligns with the University brand and supports the needs of the office

Job Description



- Develops annual departmental report

Manages project work flow and business practices

- Develops and manages process for the department, including standard operating procedures.
- Assumes project management responsibilities for all relevant initiatives, including resources, time, and budget, ensuring proper control of expenditures for the strategies for which s/he is responsible.
- Ensures the development, writing, and following of appropriate process documentation that accurately records all components of each particular initiative for which s/he is responsible, and in collaboration in regards to other departmental processes.
- Acquires and maintains an understanding of Waterloo policies and procedures, particularly as they relate to departmental management in support of learning and development matters
- Researches and recommends enhanced departmental management initiatives with respect to best practices.
- Conducts research related to establishing objectives and creating data analysis solutions to identify best practices; to inform decision-making, strategy development, messaging, and budget; to determine the optimal methods of evaluating the effectiveness of programs and events; and to ascertain and recommend the most effective enhancements.

Supervision

- Manages and supports the Administrative Assistant with departmental operations duties, ensuring University administrative overarching policies are followed and maintained.
- Hires, supervises, and monitors direct reports including the management of interview committees, candidate selection and related responsibilities
- Provides coaching/performance management and support to employees, as necessary.
- Leads collaborative projects, sets clear and reasonable expectations, provides ongoing feedback, ensures the delivery of results

**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

- Bachelor's degree or equivalent education and/or experience
- Experience in the Canadian higher education system preferred

Experience

- 3-5 years experience in communications or marketing role, preferred in education or not-for-profit sector with a proven record of writing, editing, and developing creative communications in print, web, and digital platforms for multiple audiences, with demonstration of progressive responsibility for complex communications and project management.
- 3-5 years of relevant financial, administrative, and leadership experience showing progressive increases in responsibilities, including relevant experience in developing and implementing a budget, monitoring and approving expenses on compliance and legislation; developing financial forecasts, and developing financial and operational policies and procedures, including a financial strategic plan.

Knowledge/Skills/Abilities

- Experience developing strategic and operational plans.
- Relevant experience developing metrics that align with operational plans.

Job Description



- Demonstrated experience analyzing and reporting metrics to internal and external stakeholders.
- Experience with project management.
- Relevant experience in developing and implementing budgets.
- Demonstrated experience analyzing data and completing budget forecasts.
- Experience developing financial and operational policies and procedures.
- An applied understanding of accounting best practices and procedures.
- The ability to make principled and practical decisions on purchases and expenditures based on legislation, university or department policies and procedures.
- Experience in writing effectively, authentically, and in a manner consistent with the quality and standard expected of a university-level communications, and aligned with brand strategies.
- Sound knowledge of design & print production processing an asset
- Ability to build consensus, work collaboratively, and foster teamwork with multiple stakeholders and work with integrated project teams
- Strong organizational skills, including disciplined approach to project planning/management and execution with exceptional attention to detail accuracy
- Ability to understand the goals strategy, and planning of Organizational & Human Development and the university and translate that into a compelling communication strategy and content
- Ability to support events and projects for both internal/external audiences
- Sound understanding of the Learning & Development field an asset
- Advanced: social media platforms and tools
- Advanced: MS Office suite of products (Word, Excel, PowerPoint)
- Advanced: email marketing campaign and distribution platforms (MailChimp)
- Advanced: web content management system (WCMS – Drupal)
- Intermediate: web-based project management platforms (Smartsheet. Microsoft Teams)
- Willingness to work occasional hours outside of traditional hours
- Strong communication skills – oral and written
- Strong organizational skills and time management skills

Nature and Scope

- **Contacts:** Internally, contact with colleagues in the OHD and across campus, some senior management, etc., Externally, interaction with partners, vendors, and keynote speakers, etc.
- **Level of Responsibility:** Staff management, responsible for the effective delivery of key programs supporting the OHD strategic priorities and the university's strategic plan
- **Decision-Making Authority:** Daily decision making for initiatives within the responsibilities and of the role; expectation to consult with Director, OHD for decision outside of typical responsibilities of the role.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; extensive periods of sitting and concentrated use of visual senses.
- **Working Environment:** Located in a comfortable indoor office area; location may change within campus; minimal/no exposure to disagreeable conditions; typical of a supervisory position, one where it may be occasionally necessary to convey confidential or unwelcome information to staff