

Job Description

Job Title:	Program Officer
Department:	Political Science
Reports To:	Director, Master of Public Service
Jobs Reporting:	Program Assistant, Master of Public Service
Salary Grade:	USG 9
Effective Date:	August 2019

Primary Purpose

This position is accountable to the Director, MPS for the effective marketing, development, and operation of the Master of Public Service program.

Key Accountabilities

Strategic Direction and Leadership

- Provides advice to the director and program faculty on the development, direction, and evolution of the Master of Public Service program;
- Advises and consults collaboratively about relevant problems and concerns and strategizes innovative ways to enhance student, alumni, and employer satisfaction with the MPS program experience;
- Director's delegate and may be called to give presentations regarding the MPS program;
- Leads and coordinates the professional development programming and co-operative preparation portion of the program;
- Develops and oversees the delivery of large-scale events targeted to enhance the program's reputation and further relations with alumni, employers, and stakeholders;
- Researches innovative ways to recruit students and employers across Canada and leads the recruitment process.

Communications, External/Public Relations, and Partnerships

- Partners with the Program Director to ensure that MPS has strong connections with key industry stakeholders and implements strategies to build further connections and co-op opportunities;
- Investigates and reports on potential external relationships that could benefit the program;
- Designs and manages program communications, including the MPS website and social networking presence, recruitment materials, display cases, newsletters, mail outs, and correspondence;
- Markets and builds relationships with future students and helps them to envision their experience at Waterloo then continues to build a relationship with them as students and alumni;
- Creates and maintains strong working relationships with government and private sector stakeholders through consultations, targeted events, and networking opportunities.

Employer Relations and Student Employment Readiness

- Plans and implements employer outreach programs and special events municipally, provincially and federally (which may include out of province travel) and markets co-op to employers;
- Creates and maintains strong alumni connections to the program through special events, ongoing engagement, and networking opportunities;
- Prepares students for co-op work experience by providing advice to students during the resume writing, interviewing and hiring process;

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- Provides guidance to students while preparing them for co-op and during their co-op work terms and directs them to resources for further help and wellness;
- Works with Co-operative Education & Career Action (CECA), key stakeholders, alumni, and employers to identify opportunities for work experience through co-op work terms and further employment opportunities for alumni.

Administrative and Financial Management

- Manages human resources processes, financial matters, and facilities on behalf of the program;
- Manages all administrative aspects of the Master of Public Service program, including course management and enrolment metrics;
- Develops the annual program budget submission in partnership with the Director; prepares enrolment and revenue forecasts, cost and impact projections; monitors budgets, reconciles accounts and prepares monthly reports to the Dean's Office;
- Manages and mentors the MPS Program Assistant, assigns tasks and performs annual performance review.

**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

- Master's degree required in Communications, Marketing, Business or related discipline

Experience

- Minimum 5 years of progressively responsible post-secondary work experience with a track record of growing professional degree programming, developing stakeholder relationships, and coaching/advising students
- Demonstrated marketing, recruiting and communications experience
- Experience selling co-op/internship education and cultivating employers
- Experience managing and reconciling budgets
- Experience managing and marketing large-scale events with prominent stakeholders

Knowledge/Skills/Abilities

- Extensive knowledge of the Master of Public Service program and the public service job market
- Ability to forecast students' needs and provide a nurturing environment for overall wellness
- Strong understanding of marketing tactics including digital and social media
- Excellent oral and written communication skills, solid organizational skills, and sound judgement
- Proven ability to multi-task and to manage a large volume of work with conflicting priorities and deadlines while maintaining a high-level of positivity and professionalism
- Extensive knowledge of the University and graduate policies and procedures, especially as they relate to student resources, admissions, and academic matters
- Strong interpersonal skills and ability to interact well with diverse stakeholders including faculty, prospective students, current students, alumni, employers, colleagues across campus, government officials, and private stakeholders
- Knowledge of UW specific software (WCMS, Unit4, Concur, OnBase, LEARN, Quest) is preferred
- Strong understanding of budgeting, accounting, and financial management
- In-depth understanding of professional development, job coaching, and resume development

Nature and Scope

- **Contacts:** The Program Officer communicates with a wide-range of university faculty and staff, MPS students and alumni, employers, and external stakeholders to create and maintain a strong future for the Master of Public Service program.
- **Level of Responsibility:** The Program Officer manages the Program Assistant and is accountable for the professional development of the students, outreach initiatives, stakeholder relations, the operations budget, the program space, and the marketing of the program.
- **Decision-Making Authority:** Under the guidance of the Director, this position is responsible and accountable for establishing relevant policies and priorities for the program and recommending changes to strategic business plans as necessary. The Program Officer recommends and makes decisions regarding financial management; program marketing; space management; outreach and alumni activities; student engagement and advising; professional development opportunities for students and stakeholders; and collaboration with other stakeholders.
- **Physical and Sensory Demands:** This role could involve interactions with people who are upset or angry (i.e., occasional emotionally-charged issues with students), occasional irregular hours or schedules, and multiple and/or tight deadlines throughout the academic cycle.
- **Working Environment:** A professional office environment. Generally, regular working hours with some evening/weekend work required. Some travel required for recruitment and special events.