Job Description

Job Title: Director, Velocity Campus
Department: Velocity
Reports To: Executive Director, Velocity
Jobs Reporting: Campus Lead Mentor(s), Programs Campus Lead, Marketing Campus Lead, Marketing and Programs Coordinator
Salary Grade: 13
Effective Date: July 2019

Primary Purpose
The Director, Velocity Campus is accountable to the Executive Director Velocity for University-wide leadership, management and coordination of services and initiatives that encourage, develop, enable and promote the non-academic entrepreneurial and innovative talents and ambitions of all inspiring entrepreneurs in the UWaterloo community, including undergraduate and graduate students, faculty and recent alumni. The incumbent will act as the main point of contact for all internal activities in these areas. Operationally, the incumbent oversees and ensures smooth, efficient and quality operation of all Velocity programs on campus, which include Velocity Start, Velocity in Residence, Velocity Science and the Velocity Student Fund.

Key Accountabilities

Strategic Direction and Leadership
- Responsible for managing and evolving a business development strategy to ensure that Velocity has the necessary resources to continue its growth on campus and continue to be a strong pipeline of startups for the Velocity Garage. This will include sponsorship, fundraising from donors, and continued government funding from municipal, provincial and federal governments.
- Provides strategies, management, structure and process for the assessment, planning, initiation and provision of campus innovation and entrepreneurship.
- Views and develops the Velocity unit as an entrepreneurial endeavor. The unit is rapidly evolving and there is a demand for more and varied student innovation programs. Most notably, demand for programs related to innovation across all disciplines at UWaterloo. These explorations need to be conducted in parallel to the continued evolution of technology-based entrepreneurship initiatives.
- At times will be in demand for public speaking engagements and as a participant in expert panels.

Operations & Management
- Provides senior-management hands-on guidance on the day-to-day operations of Velocity as it relates to finances, events, facilities, recruiting and admissions, communications, social media, marketing, and metric tracking and evaluation and reporting.
- Recruits, onboards, trains and mentors staff, including performance management and coaching for success.
- Ensures efficient operational processes are in place and are being used.
- Ensures the Velocity team is in harmony with, and implements, the overall vision of our program
- Ensures a healthy, supportive team culture.
- Creates yearly budgets and financial statements for Provost approval. Ongoing oversight and management of the budget and financial statements and approval of new spending.
Job Description

Outreach:
- Represents Velocity and the University of Waterloo to national and international educational institutions, community organizations, campus partners and other stakeholders; provides persuasive advice, guidance and compelling presentations to promote Velocity as a world-leading student incubator
- Actively pursues and creates opportunities to develop close relationships with government leaders, community leaders, entrepreneurs, etc.

Metrics and Performance Indicators
- Manages the collection, processing and reporting of key metrics and performance indicators for entrepreneurship activities at the University of Waterloo with a mindset of continuous improvement and efficiency.
- Works closely with the Financial Officer to accurately and completely track metrics for our various programs.
- Represents and disseminates metric data to stakeholders
- Translates metric data into strategic directions used to influence future Velocity programs

Student Engagement Success and Retention
- Develops student talent through a variety of co-curricular education, networking and experiential development opportunities and initiatives
- Encourages students to bring their ideas from concept to market and will help provide the physical and financial resources and professional contacts needed to make this happen.

Partnerships and Relationships Building
- Engages with key partners at entrepreneurial universities across North America and beyond. Networks with a varied range of contacts to connect student talent and ideas with the resources and professionals needed to move innovation from concept to reality.
- Builds relationships with key partners in the university incubator space such as peers, government funding bodies as well as other corporations.
- Develops and implements communication strategies with all six faculties and different units on campus in an effort to promote positive relations and strengthen Velocity’s reputation as a leader in student entrepreneurship.
- Acquires a solid understanding of the campus partner’s goals and priorities as they relate to entrepreneurship and maintains deep knowledge of Faculty specific strategic plans and the University’s strategic plan.

*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
- Graduate degree in a business or technology-related field is required

Experience
- Strong leadership experience in a university environment is required
- The incumbent will have experience as an entrepreneur and will understand the nature and challenges inherent in starting and growing a business.
Job Description

- Experience managing both staff and students is required.
- Experience with budget management is a must
- Strong negotiation, organization, communication, problem-solving, and leadership skills
- Evaluate overall performance by gathering, analyzing and interpreting data and metrics

Knowledge/Skills/Abilities
- Strong strategic, analytical, communication and organizational skills are essential.
- A clear understanding of the principles and application of key areas of business especially as they apply to early ideation is required, including but not limited to product development, marketing, sales, intellectual property, operations management, financing and talent development and management.
- A high level of knowledge and expertise in the strategy and process of technological innovation
- Expert knowledge in leading edge tools, trends and techniques in these rapidly changing fields
- Demonstrated ability to build relationships, be adaptable and gain consensus in a fast-paced environment
- Knowledge of aspects of marketing/communications, event management, finance, operations preferred
- Capable of managing multiple demanding priorities

Nature and Scope
- **Contacts:** Demonstrated ability to work collaboratively with a range of university, corporate, start-up and government organizations is required. Will work closely with many on-campus departments, including Marketing and Strategic Communications, Advancement (specifically regarding the Equity Pledge program). In addition, Velocity plays a special role in combining multiple entrepreneurship groups both on-campus and off-campus.
- **Level of Responsibility:** The incumbent will need to show considerable political skills in managing relationships with partners in the UWaterloo community and beyond (i.e. Communitech and the Accelerator Centre) while also balancing the needs of on-campus partners such as the Conrad Centre.
- **Decision-Making Authority:** This position is responsible and accountable for the development and execution of all non-academic entrepreneurship-related strategy, operations and evolution related to the University of Waterloo community as outlined above. The programs and initiatives overseen by the incumbent include: Velocity Residence, Velocity Science, Velocity Fund, Velocity Start.
- **Physical and Sensory Demands:** Minimal demands, typical of a senior position operating in an open concept office environment.
- **Working Environment:** Exposed to stress and pressure associated with senior level responsibilities. Involves 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 (e.g. phone calls, e-mails and unplanned but urgent support requests, varying student volumes at different times of year). Frequent weekend and evening work and significant travel is required.