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<b>Job Title:</b>	Director, Velocity Campus
<b>Department:</b>	Velocity
<b>Reports To:</b>	Executive Director, Velocity
<b>Jobs Reporting:</b>	Entrepreneurship Experience Manager, Entrepreneurship Experience Coordinator, Concept Marketing Lead, Concept Marketing and Programs Coordinator, Concept Coaches, Zero Experience Leads, Insight Leads, Problem Lab Researchers
<b>Salary Grade:</b>	USG 14
<b>Effective Date:</b>	June 2021

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## **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 innovative talent, capabilities, and ambitions of all aspiring entrepreneurs, intrapreneurs, innovators and changemakers within the UWaterloo community, including undergraduate and graduate students, faculty. 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 student innovation portfolio campus programs: Concept, Problem Lab, Zero Experience, Insight, Pre-Incubation and Spin-Out. This portfolio encounters >15,000 meaningful student engagements per year (and growing) and outflows a major tranche of student innovation from the University of Waterloo that historically comprises >½ of venture created economic impact from the institution. Faculty participation is also increasingly engaging Velocity programming and will be supported by the new SpinOut program in 2021.

The incumbent is required to balance many relationships and stakeholders (internal and external) and creatively complement academic and experiential programming within the institution (e.g. capstone projects, cooperative education, business courses). As a proven 'commercializer' the incumbent also has practical experience turning technology into businesses and products while appreciating the innovative process of commercialization manifests in forms of personal industry beyond entrepreneurship. For example, the breadth of the Velocity Campus portfolio has expanded to impact other forms of innovation, such as intrapreneurship. The Director, Velocity Campus plays a key role in the synchronization with the Problem Lab and the Velocity incubator (Velocity's 'field station' in the business world) to transfer strategic intelligence to benefit Velocity's Campus initiatives - a critical link to fulfill Waterloo's mission as a key driver of Canada's economy. Building and robusting the Student Innovation Assembly is a key part of this work. The Director, Velocity Campus also

## **Key Accountabilities**

### **Strategic Direction and Leadership**

- Assures that all Campus operations as it relates to student innovation and translation are equitable and supportive of equity seeking groups.
- Accountable for coordinating or leading, managing, and optimizing (with an outcome-based mindset) to all experiential programs related to student innovation within the Velocity Department,

developing and optimizing translational initiatives and supports to commercialize ideas and research (via venture creation), including securing necessary resources and partnerships to serve Waterloo's mission as it relates to economic impact.

- Provides strategies, management, structure and process for the assessment, planning, initiation and provision of campus innovation and entrepreneurship. Critically important is streaming putative campus spinouts to the correct resources internally and externally.
- Views and develops the Velocity unit as an entrepreneurial endeavor. The unit is continuously 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 participation/support for academic programming.
- Defines and leads, in coordination with the Velocity Incubator, a pipeline of high-growth potential startups that stand to be Canada's next iconic business
- Develops, optimizes, and manages a KPI-oriented unit that balances experiential learning outcomes and revenue to Waterloo.

### **Operations & Management**

- Provides senior-management guidance on the day-to-day operations of Velocity as it relates to finances, events, recruiting and admissions, communications, social media, marketing, and metric tracking and evaluation and reporting.
- Responsible for Velocity's space in South Campus Hall and creatively maximize the effectiveness of this and other campus space resources
- 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 Team is in harmony with, and implements, the overall vision of 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 expenses
- Lead member of the Coordinating Committee for Student Innovation that drives operational excellence accordingly through this group

### **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 Waterloo's prowess with respect to student innovation and the translation of ideas and research into businesses and products
- Actively pursues and creates opportunities to develop productive relationships with community leaders, entrepreneurs, enterprises large and small, and external stakeholders relevant to innovation, entrepreneurship, and commercialization.

### **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 equity, continuous improvement, and efficiency.

- Develops and measures performance indicators that inform decision making, including assessments that may be qualitative. Translates metric and qualitative data into strategic directions used to influence future programs
- Works closely with the Financial Officer to accurately and completely track metrics for our various programs.
- Represents and disseminates metric data to stakeholders

### **Student Engagement Success and Retention**

- Develops student talent through a variety of co-curricular education, networking and experiential development opportunities and initiatives
- Develops and manages a student relationship management system that tracks interests and progress of students and student teams and uses tracking to assure great learning, venture creation, and commercialization outcomes
- Meets aspiring entrepreneurs and innovators where they are to assure all committed individuals are well-served no matter their starting point to create change
- Encourages students to bring their ideas/research 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**

- PhD degree in a business or technology-related field is required, a complementary degree in business or technology-related field is an asset (e.g. PhD, MBA)

### **Experience**

- Strong leadership experience in a university environment is required
- The incumbent will have experience as an entrepreneur/intrapreneur and will understand the nature and challenges inherent in starting and growing a business.
- 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. 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 (Ie.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 innovation-related strategy, operations and evolution related to the University of Waterloo community as outlined above. The programs and initiatives overseen by the incumbent include those identified above, and possibly additional programs in the future.
- **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 travel may be required.