

Job Description

Job Title:	Assistant Manager, Event and Resource Coordination
Department:	Print + Retail Solutions
Reports To:	Manager, Retail Operations and Customer Experience
Jobs Reporting:	Coordinator, Store Operations and Events Casual Staff
Salary Grade:	USG 7
Effective Date:	July 2022

Primary Purpose

The Assistant Manager, Event & Resource Coordination is accountable to the Manager, Retail Operations & Customer Experience for the hiring, training and day-to-day supervision of casual staff, providing customer support, management and operation of point-of-sale processes, ensuring cash control procedures are followed, and ensuring the accuracy and integrity of POS transactions at all Print + Retail Solutions (P+RS) operating units. This position has primary responsibility for optimizing casual staff resources through scheduling across all P+RS and acting as the primary point of contact for all casual staff inquiries. In addition, the incumbent will provide staffing and logistical oversight to all P+RS events, including working with the Retail Strategy and Business Development Working Groups to ensure that event strategies are implemented to achieve goals.

Key Accountabilities

Staff Management

- Develops and implements a comprehensive P+RS-wide casual staffing program that incorporates complete staff life-cycle administration, including:
 - *Hiring*: job advertisements, interviewing, candidate selection and registration with UWaterloo and P+RS systems
 - *Training*: Exceptional Service training sessions, P+RS training (locations and product knowledge, POS operations, cash control procedures, administrative functions, etc.)
 - *Scheduling*: Equitable shift allocation, adequate staffing and coverage, prioritization of students' academic schedules, special events staffing
 - *Coaching*: Supports the Manager, Retail Operations & Customer Experience by being available to equip staff on an ongoing basis with the tools, knowledge and opportunities they need to develop as effective P+RS employees, supporting team members' personal and professional growth
 - *Performance Management*: evaluating staff performance, initiating corrective action when required
 - *Evaluation and Promotion*: administration of staff progression through the training tiers, effective deployment to areas of strength, identification of stand-out employees for special projects, and succession planning
 - *Recognition and Exit*: acknowledgement of milestone achievements, administration of casual staff exit gift program, provision of references and appropriate assistance to casual staff upon graduation
- With support from the Manager, Retail Operations & Customer Experience, addresses performance and staffing issues quickly and decisively – and proactively, whenever possible – within their team
- Promptly receives and responds to casual staff communications about shift availability, frequently outside normal business hours, to ensure adequate staffing is maintained at

all times.

- Ensures casual staff have appropriate resources and understanding of the application of policies, procedures and standards, including adherence to transaction accuracy, integrity, customer service excellence and store standards checklists.
- Provides on-going training to staff year-round
- Assists in the development of all casual staff training materials and updates to store operation procedures and processes
- Supervises approximately 6-12 casual P+RS staff daily during regular business periods, and more than 50 students at the beginning of the Fall and Winter terms for approximately three weeks
- Provides on-site training and supervision in advance of, and sometimes during, events

Effective Process and Resource Management

- Accountable for the training and application of customer service and intake standards, store standards, product and service knowledge, POS policies and procedures and standard operating procedures relating to all P+RS operating units
- Analyzes availability and allocates staffing resources to support areas, optimizing resources efficiently
- Schedules casual staff equitably according to availability, departmental needs, tier level and scheduling policy, using online scheduling software
- Ensures casual staff salary expenses do not exceed budget
- Ensures casual staff are scheduled and trained to support all P+RS operating units and events, including the arrangement of vacation and lunch coverage and last-minute coverage for illnesses or other unexpected absences
- Strong understanding of university policies as they relate to ancillary services
- Approves and authorizes POS refunds including oversight of the returns processes during peak periods, ensuring audit requirements are met
- Ensures accuracy and integrity of all POS transactions
- Serves on the POS support team as the primary contact to troubleshoot and/or resolve POS-related issues
- Ensures additional register setup is completed accurately and on time for peak periods and events, ordering correct number of cash floats and ensuring each register has the necessary supplies
- Advises the buying team of any needed supplies
- Maintains general understanding of e-commerce website and customer database in order to support overall customer experience
- Assists with the annual year-end inventory count and related procedures
- Responsible for creation of and adherence to standard operating procedures for areas of responsibility

Event Delivery and Evaluation

- Responsible for delivering successful events with positive attendee experiences for the target audiences
- Develops clear event procedures including objectives, resource requirements, people requirements, timelines and evaluation metrics
- Ensures adequate staffing for events
- Plays a leadership role in planning and executing P+RS's efforts as part of the University's twice-yearly Convocation ceremonies
- Works with the Inventory Coordinator to ensure proper product mix is available for events to achieve event goals

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- Works with the Purchasing & Merchandising team to ensure everything is in place to display products in attractive ways that maximize sales
- Works with the Marketing team to ensure that there is adequate and appropriate promotion for all events, along with adequate signage (directional, promotional, pricing, etc.)
- Considers and coordinates VIP invitations as appropriate for each event, in consultation with the Retail Strategy and Business Development Working Groups
- Prepares and manages relevant event budgets, ensuring that costs are monitored and controlled
- Encourages and inspires staff to take a keen interest in events and their success
- Ensures all legal, insurance and health and safety obligations are adhered to (to the extent that these are within P+RS's control)
- Seeking the best value for P+RS, coordinates with external partners for event supplies and services as needed (e.g., table and tent rentals)
- Acts as the liaison between P+RS and other campus event coordinators
- Ensures human resources are in place for effective event setup, execution and teardown

Event Evaluation and Budgeting

- Consistently performs post-event evaluations to highlight and review results of programming efforts and their overall impact, and identifies areas of improvement for future events, facilitating easy comparison across various events
- Provides detailed post-event recaps for P+RS Leadership Team, summarizing event ROI and key learnings
- Tracks all event expenses and revenues
- Maintains and evaluates the P+RS events budget throughout the fiscal year, allocating funds to maximize the impact of events to the benefit of P+RS

Customer Service

- Commits to positive interactions with all internal and external customers, and provides appropriate level of assistance regardless of situation or location
- Ensures that all customer inquiries are handled in a professional, timely manner; and in cases when customers should be redirected to other staff, the incumbent will ensure that the redirection is complete and that the customer is not left without service
- Acts on customer requests with a sense of urgency
- Actively learns about product and service offerings and enthusiastically shares this with customers
- Creates a welcoming environment for customers by greeting and assisting, and by quickly responding to customer inquiries and needs

Collaboration

- Meets regularly with the Assistant Manager, Retail Operations & Customer Experience and the Assistant Manager, Shipping, Receiving & E-Commerce to ensure that operational and customer experience needs are anticipated and priorities are met consistently
- Interacts regularly with the Retail Operations team, P+RS staff, and supports cross-promotion of products and services wherever possible
- Responsible for leading the Joint Planning Working Group in coordination with the Marketing and Purchasing & Merchandising teams
- Establishes and maintains strong customer relationships with students, faculty and staff, while ensuring that P+RS is represented professionally at all times
- Participates in strategic discussions to develop the optimal mix of product and service offerings
- Establishes and fosters positive relationships with campus service providers

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**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 <ul style="list-style-type: none">• College diploma in business, marketing, event management, merchandising, retail management, operations management, logistics, human resources or a related discipline preferred• Equivalent combination of education and/or experience will be considered
Experience <ul style="list-style-type: none">• Minimum of five years of progressive experience in a retail environment, preferably in an academic setting• Minimum of two years of supervisory experience, preferably in a retail environment• Minimum of two years of experience with point of sale systems and scheduling software• Minimum of two years of experience in event management
Knowledge/Skills/Abilities <ul style="list-style-type: none">• Highly developed relationship-building and communication abilities, including interpersonal sensitivity and excellent written, verbal and presentation skills• Demonstrated leadership ability and computer literacy, including the ability to use relevant retail management systems and maintain data integrity• Analytical and critical thinking skills• Advanced problem solving, time management and conflict management skills• Ability to manage projects, including working effectively with other team members to keep things on schedule and within budget• Solid understanding of business operations and customer experience best practices• Exceptional organizational skills and customer service• Familiarity with relevant University of Waterloo policies, procedures, and guidelines including Health and Safety, Staff Employment, Conflict Management and Human Rights, and AODA requirements is an asset• Intermediate skill with MS Office suite• Valid 'G' driver's license required to support events

Nature and Scope

- **Contacts:** Beyond connections with P+RS colleagues, the incumbent has regular contact with students, faculty, staff, and the general public, and is responsible for maintaining excellent relationships with people and departments across the University and representing P+RS professionally. The incumbent also maintains excellent relationships with colleagues from other institutions to gather and share information related to providing the best retail experience possible.
- **Level of Responsibility:** For the areas under their oversight, as outlined above, the incumbent is responsible for the overall service performance, and for meeting the strategic goals and efficiency targets, set for their areas of responsibility. This position is responsible for direct supervision of many casual staff members and the Coordinator, Store Operations & Events, and provides functional direction to others who support their area during busy periods, working at events, etc.
- **Decision-Making Authority:** Makes decisions on timelines, budget allocation, staffing resources, and provides guidance to others. This position is

expected to make recommendations to the Manager, Retail Operations & Customer Experience, and others on the P+RS Leadership Team as appropriate, related to opportunities for improved service, sales growth and business processes that impact both the incumbent and other functional areas within the department. Decisions made by the incumbent will have a direct impact on customer experience and perceptions of P+RS.

- **Physical and Sensory Demands:** Work varies with responding to telephone inquiries, email inquiries and verbal communication with customers and colleagues. Some work requires long periods of time seated and working at a computer, and other work will require standing or moving about, sometimes for extended periods of time. Lifting, bending and stretching is required from time to time, in order to set up events and move/display products for sale. Must be able to lift boxes up to 30 pounds regularly. This position requires exertion of physical sensory effort resulting in slight fatigue, strain or risk of injury.
- **Working Environment:** This position works in a typical retail store, office and warehouse environment, with responsibilities in multiple locations across the University of Waterloo. There will be unusual hours or schedules, including extended weekend and weekday hours during busy periods (e.g., Labour Day weekend; Convocation), to receive and respond to casual staff communications, for P+RS events, and varying volumes of work at different times of the year. Some travel may be required from time to time.
- **Scheduling and the Possibility of Remote Work:** The Assistant Manager, Event Coordination & Resource Utilization is required to work on campus 100% of the time, except in special circumstances when remote work is approved in advance by the Manager, Retail Operations & Customer Experience. Vacations must be scheduled in advance so as not to interfere with departmental needs. In particular, the incumbent must work with their manager to ensure that no more than two of the following four people are away on planned absences at any given time:
 - Manager, Retail Operations & Customer Experience
 - Assistant Manager, Retail Operations & Customer Experience
 - Assistant Manager, Event Coordination & Resource Utilization
 - Assistant Manager, Shipping, Receiving & E-Commerce