

Job Description



| | |
|------------------------|--|
| Job Title: | Senior Manager, Government Relations (Position 00006134) |
| Department: | Government Relations (ORG 5692) |
| Reports To: | Director, Government Relations |
| Jobs Reporting: | Co-op |
| Salary Grade: | USG 12 |
| Effective Date: | January 2021 |

Primary Purpose

Creates and enhances the University of Waterloo's relations with all levels of government. Supports the building and maintenance of strategic relationships with officials at the federal, provincial and municipal levels of government, as well as other public sector institutions. Coordinates and prepares briefing materials for meetings and projects, and acts as a liaison for government officials on campus.

As part of the Government Relations team, and in collaboration with University Relations (UR) and cross-campus colleagues, the Senior Manager, Government Relations works closely with the Director, Government Relations and the Associate Vice-President, Government Relations (AVP GR) to develop and deliver key priorities including advocacy guidelines, tools, training and support; multi-year government relations advocacy campaigns; and ongoing government relations activities.

Key University objectives to contribute to include: increased University of Waterloo profile; reputation and brand preference with government and community audiences; priority University outcomes including the support of revenue generation through government, funding and partnerships; enhanced awareness of Waterloo inside and outside of the Region; and increased coordination of government relations and advocacy knowledge in University Relations and University-wide.

The manager will be responsible for four key management functions including: creating new contacts and building relationships with government and other stakeholders; help to create a plan for government relations and then manage aspects of the communications for the University with government and partners; manage projects such as visits, announcements, and collaborations designed to foster outreach, interest and understanding about the University; and work with University partners and committees to advance the overall goals of the University.

Key Accountabilities

Strategic and Advocacy Planning and Communications

- Works with the Director and AVP, Government Relations, other communications professionals on campus and the University Government Relations Network members to support a pan-University government relations plan that reflects and supports the central goals of the University.
- Represents Waterloo's voice and position in print, online and social media, and facilitates conversations that enhance Waterloo's reputation and are of value to key local, national and international audiences and stakeholders.
- Collaborates with University leaders, faculty members and teams across campus to identify and promote research and activities relevant to the University's strategic goals.
- Makes recommendations on innovative approaches to disseminating information using emerging technologies.

Job Description



- Key contributor to the University's advocacy and engagement strategy and ongoing awareness campaign for the internal community regarding the role of government engagement.
- Assists in the development and tracking of the annual and multi-year government relations plans including targets and measurable outcomes.
- In conjunction with the Director and AVP Government Relations, enhances the profile, image and reputation of the University with government and the public in support of the University's strategic plan and advocacy priorities.
- Works with stakeholders to develop recommend strategies for government engagement and works with local elected officials' offices and others to produce successful outcomes.
- Acts as a resource for the various faculties, departments/offices, faculty, staff, and students who are seeking advice and assistance on working and engaging with government (e.g. guest lists, funding opportunities, partnership opportunities, etc.).

Government programs and environmental scans

- Proactively monitors, analyzes, and interprets government programs and activities and provides advice on the implications and opportunities for the University.
- In conjunction with the Associate Provost, Institutional Data, Analysis and Planning (IAP) and the Office of Research, conducts environmental scans of various issues as it pertains to government activity and the post-secondary sector.

Relationship Management

- Primary lead in developing, strengthening and maintaining relationships with local constituency offices at the provincial and federal levels.
- Develop, strengthen and maintain relationships with key post-secondary and economic development advocacy organizations (e.g. COU, Universities Canada, U15, Communitech, and WEDC) to increase their support for and understanding of the University.
- Develop, strengthen and maintain positive working relationships within University Relations and its internal and external stakeholders on government relations projects and the execution of advocacy plans.
- Represent the University at local meetings and occasionally in Toronto or Ottawa.
- Perform government outreach as the primary contact for government-related visits, announcements, and events on campus.
- Plan and implement visits, announcements and campus events to support the University of Waterloo's agenda. This includes working with others to manage all aspects of on-campus and community collaborations including senior leadership engagement, communications, logistics, campus supports, etc.
- Acts as an additional contact for government officials at all levels.
- Creates and/or identifies opportunities for government officials to participate in activities at the University.
- Works collaboratively across the University to maximize alignment of government relations and communications strategies, messaging and programs, to deliver on the University's advocacy priorities and goals.
- Develops and implements outreach and visitor programs, media conferences and events, and government and other stakeholder relations initiatives highlighting the University's role in the regional ecosystem
- Leads and coordinates projects with other units in the University related to advancing and maintaining the University's relationship with all levels of government.
- Provides day-to-day leadership and guidance to colleagues across campus working closely with campus partners to identify opportunities for government engagement in alignment with stated goals and the University's advocacy priorities.

Job Description



- Provides a superior experience for government and community contacts to ensure Waterloo is the first point of contact for government by ensuring knowledgeable and timely responses, immediate referrals to campus partners and appropriate follow-up.
- Manages and coordinates Government Relations with contractors and external consultants who are providing support to University Relations' Government Relations programs.
- Supports the development and delivery of professional development and training programs designed to raise proficiency in government relations and advocacy across campus.
- Creates and maintains tools to support offices engaged in government relations and advocacy.
- Manages the recruitment and development of University Relations' Government Relations co-op staff; provides leadership, guidance, support and coaching as required.
- Identifies and secures external vendors and ensures compliance with all University policies and procedures.
- Manages vendor services to support program needs; identifies and manages the outsourcing demands of University Relations' Government Relations, ensuring consistent top quality vendor deliverables for the University.
- Leads and coordinates projects with other units in the University related to advancing and maintaining the University's relationship with all levels of government.
- Coordinates responses to inquiries from government officials.

Communications, Advice, Analysis and Research

- Leads in the creation, distribution and monitoring of the monthly Government Relations Newsletter, ensuring that the content and messaging are advancing the profile, reputation and priority goals of the University on behalf of the President, with the intended government and external stakeholder audiences.
- Proactively monitors, analyzes, and interprets government programs and community activities and advises on the implications and opportunities for the University.
- Develops appropriate communications or briefing materials for dissemination to target audiences in collaboration with other units in the University, as appropriate (e.g. University Relations, Institutional Analysis & Planning (IAP), Office of Research, Advancement, Deans' Offices, etc.) to advance the University's message, profile and advocacy priorities.
- Evaluates data and metrics to optimize content creation and distribution across relevant channels, using the data and metrics to improve the effectiveness of content.
- Assists the University in responding to all levels of government and community or sector partners.
- Manages responses to inquiries from government officials and supports the writing and coordination of proposals to government programs when required.
- In conjunction with the Director and AVP Government Relations, Institutional Analysis and Planning (IAP) and the Office of Research, conducts environmental scans of various issues as it pertains to government activity and the post-secondary sector.
- Prepares briefing notes, presentations, analyses, and reports for the Vice-President University Relations (VPUR) and members of the senior leadership team in advance of meetings with government officials, consultations or sector-wide meetings with government.
- Drafts correspondence and advocacy messages to meet outreach needs at the request of senior administration and senior staff members and in consultation, when required, with the media relations and issues management team.
- Recommends key officials for meetings.
- Maintains the Government Relations website and outreach plan for the Waterloo community. This includes content creation, working collaboratively with the digital initiatives team to ensure best in class approaches and identifying and introducing new technologies.

Job Description



- Attend government-related functions, events and meetings to capture key messages, photography or represent the University. This may include note taking and preparation of briefings.

Compliance, Quality Control and Coordination

- Manages the public appointments process, in support of the Office of the President and University Secretariat on all government appointments through the Lieutenant-Governor-In-Council process.
- Coordinates public sector compliance activities including the Federal Lobbyists Registry.
- In partnership with University departments manages public sector compliance activities with respect to advocacy, through advice and guidance, including primary responsibility with the Federal Lobbyist Registry and lobbying legislation.
- Supports the integration of government and community engagement contacts within a University contact management system.
- Ensures excellent quality and consistency in all government-focused communications and advocacy materials.
- Focuses on the use of 'plain language' and multi-media to bring University key messages to life for the government and general public.
- Uses research and insights to develop and enhance government relations initiatives and communications, and will understand and apply government relations best practices.

Other

- Performs other duties of a comparable level/type as assigned.

**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 in a related field or equivalent education and experience.

Experience

- Five (5) to seven (7) years of experience working in the government (federal, provincial or municipal) sector or a post-secondary institution, including building relationships with multiple stakeholders.
- Experience in a research institution an asset.
- Experience leading high-profile projects.

Knowledge/Skills/Abilities

- Advanced relationship building skills and strong interpersonal skills required.
- Must possess creative problem solving skills.
- Sound judgment required.
- Excellent oral and written communications skills, including the ability to write and edit quickly, accurately and creatively.
- Ability to handle complex multiple assignments at the same time and meet tight deadlines.
- Advanced Outlook, MS Word and PowerPoint skills required.
- Basic Excel skills required.
- Must be confident with public speaking.
- The ability to use or learn emerging collaborative applications, tools, software and best practices such as Airtable, Smartsheet, Adobe Connect, Microsoft Teams, Cisco WebEx, social media, etc.

- Proven ability to build strong relationships and influence individuals at all levels of an organization, as well as external constituents.
- Demonstrated ability to work collaboratively and independently and thrive in a fast-paced entrepreneurial environment.
- Strong organizational, technological and analytical skills in the gathering and manipulation of data.
- Strong ability to manage complex detailed work.
- High level of maturity and empathy; highly developed interpersonal and influencing capabilities.
- The ability to write communications on behalf of a senior executive.
- Ability to adapt to varying management styles.
- A high capacity for work and a willingness to go beyond a regular work schedule to meet deadlines when required.
- Highly complex issues are involved which may bring in different levels of government, media, corporate leaders, opinion leaders, faculty, staff and students – with potential impacts on institutional reputation and resources
- Collaborative team player comfortable leading as well as executing and taking constructive input from multiple sources.
- Excellent critical thinking and analytical skills to enable assessment of complex, higher education issues of concern to stakeholders.
- Ability to think and act strategically, creatively and dynamically in a high-pressure work environment.
- Ability to be proactive in anticipating the needs of leadership.

Nature and Scope

- **Contacts:**

Internal and external contacts are required in order to exchange and interpret information, provide advice/counsel on issues and respond to inquiries. Internal contacts include direct interaction with the Vice-President University Relations, President, senior administration, UWaterloo employees and heads of departments, such as Deans, Institutional Analysis and Planning (IAP), Office of Research, President's Office, etc.

External contacts include various stakeholders, community groups and government officials. Assignments in this position generally arise because of contact with the Director, Associate Vice-President, community stakeholders and government officials. Occasionally, they will arise because of contact with the Vice-President and other senior leadership.

- **Level of Responsibility:**

The following are requirements of the position: instructing other employees in methods or procedures needed to carry out their job, even though the incumbent is not the direct supervisor; planning the work of others; providing advice to peers and others more senior at Waterloo that they must consider carefully before making a decision (e.g., providing advice regarding community engagement and engaging with government officials.).

At times the incumbent will seek direction from the Director or Associate Vice-President, work together with the Director to reach a solution, or obtain advice from other managers or directors. The majority of problems encountered in this position tend to be non-routine.

There is often an increased pace of work in order to meet frequent and conflicting deadlines. The incumbent will handle frequent schedule changes and multiple conflicting deadlines. Adjusting schedules on occasion to meet unforeseen and unpredictable circumstances is required.

- **Decision-Making Authority:**

The incumbent makes regular decisions related to expenses and costs incurred in the implementation of the government relations plans.

As required, the incumbent makes decisions related to the University's broad advocacy and engagement strategy as it relates to government relations.

The Senior Manager, Government Relations must exercise sound judgment and consider the consequences of their decisions while exercising this judgment.

- **Physical and Sensory Demands:**

Minimal demands typical of a position operating within an office environment.

- **Working Environment:**

Minimal exposure to disagreeable conditions, typical of a position exposed to pressure associated with management level responsibilities. Work outside the normal operating hours of the institution can be expected in this role.