Job Description

Job Title:	Events and Special Projects Officer
Department:	Advancement
Reports To:	Vice-President, Advancement
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	May 2022

Primary Purpose

The Events and Special Projects Officer will promote and further the mission of Advancement across the University of Waterloo through the development and execution of strategic programs, projects and events related to relationship building, fundraising and campaigns, or general Advancement activity. In addition, this role delivers event and marketing logistics and strategy to facilitate and nurture a culture of philanthropy across the university and promote Waterloo's excellence externally. Delivering a high degree of customer service to internal and external stakeholders, the Events and Special Projects Officer oversees the VP Advancement's calendar scheduling and strategy, facilitates and coordinates meetings, conceptualizes, plans, and executes events, and aids in the development of strategic communications that support the VP and senior leaders within Advancement, including digital strategy and content creation to promote Advancement activity.

Key Accountabilities

Event management and special projects

- Leads or supports the planning and logistics for general Advancement events, announcements, staff workshops, and large meetings ensuring the smooth and effective implementation of all event logistics
- Represents Advancement and/ or supports on creation or execution of university wide events and related activity, liaising across the institution to ensure Advancement is an active participant and effective partner
- Facilitates the use of virtual event platforms to manage virtual events and meetings, including managing panelists, setting up events, running video content and polls, monitoring live chats and offering technical support to participants as needed
- Recruits, coordinates, and manages volunteers or other event staff support as needed
- Solicits and compiles feedback for post-event debrief, implementing feedback to continuously improve future events and streamline existing processes
- Coordinates marketing/ communications materials needed for various internal and external events, creating copy, digital templates, invitations, registration pages and marketing materials to assist in the promotion of events as required
- Assists with social media content posting and monitoring related to events as required.
- Oversees, coordinates, and where appropriate, executes on assigned special projects and initiatives related to the delivery of key features of donor agreements or sponsorship activations.

Communication and marketing

- Partners with campus stakeholders and Advancement communicators to coordinate or prepare messaging, speeches, reports, presentations, and other materials for the VP or senior leaders representing Advancement

- Collaborates and coordinates with Advancement and other campus communicators to support the VP's social media presence – building a strong profile on key channels that draw attention to UWaterloo's fundraising activities to raise profile and show thought leadership for recruiting purposes and to support a culture of philanthropy by proactively identifying opportunities to share social media content that supports the university's key initiatives/ campaigns
- Identifies target audiences and partners, using insight to support decision making and help inform the overall communication approach for the VP
- Steers the social media strategies to align with ever-changing best practices, remaining current on the trends, technologies, issues, demands and approaches of communicating through social media channels
- Reviews for consistency and accuracy, all drafted correspondence submitted to the Office of the Vice-President for the VP's signature and ensures it is signed and sent-out in a timely manner
- Acts, on occasion, as a point of contact between the VP and the Directors/AVPs in Advancement and ensures the effective flow of information and follow-up
- Interacts frequently with the Office of the President, Provost, and other office administrators to relay information, seek advice, and engage parties in visits/ events/ meetings

Relationship management

- Cultivates and stewards strong working relationships and partnerships with key departments within Advancement and across campus to identify strategic opportunities for collaboration to increase communication and enhance the resources available to Advancement professionals.
- Facilitates the execution of moves management actions for prospects assigned to the VP, developing an understanding of the strategies, and recommending actions and pivots. Also drafts and coordinates gift agreements and related correspondence on behalf of the VP, getting required approvals and liaising with Advancement donor relations, Faculties, SAFA and GSPA as required.
- Participates in regular prospect meetings with the Advancement Strategy team to align activity and strategy on prospects assigned to the VP and to manage actions required for progressing the President's key Advancement relationships
- Engages in frequent consultation and collaboration with Advancement communicators, and other campus communicators as needed, supporting the development of content and materials and assisting in obtaining the necessary approvals.

Administrative management

- Manages and coordinates the competing demands on the Vice-President's time by providing advice, options, recommendations, and decisions regarding all aspects of the VP's calendar and meeting schedule based on the VP's priorities and goals
- Prepares, in collaboration with the administrative manager, all materials the VP requires for effective participation in and/or chairing of internal and external meetings with donors and prospects, Advancement team members, organizations, and committees.
- Manages logistics for the VP's travel and other senior leaders or guests of advancement
- Interacts with senior university administrators, deans, faculty members, and corporate leaders and their executive administrative staff and key volunteers to schedule and prepare the VP for key meetings
- Proactively offers strategic advice regarding meetings and events that should be initiated by the VP's Office and ensures that they are scheduled at an appropriate time

- Maintains and updates an Advancement planning calendar for all Advancement staff with special events/visits including international meetings/events on a bi-weekly basis – requires regular contact with senior management and the President's Office
- Acts as a liaison with the President's office and the Advancement team for access to the President's time being requested through Advancement

**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

- University degree, college diploma or equivalent education or experience

Experience

- Proven experience providing communication, event, and project management support and leadership in progressive roles
- Minimum of 5 years of experience in an office work environment that includes providing administrative and technical support.
- Experience with digital analytics tools and social media platforms
- Experience as a fundraiser or providing fundraising administration strongly encouraged.
- Experience in a university advancement environment is an asset

Knowledge/Skills/Abilities

- Excellent listening skills and the ability to communicate clearly both verbally and in writing
- Administrative experience with a demonstrated ability to manage multiple tasks, meet deadlines, and excel in a fast-paced environment with changing priorities
- Self-directed with strong planning and organizational skills, exceptional time-management and demonstrated attention to detail
- Flexibility to adapt to unexpected and time sensitive demands and conflicting priorities
- Quick, accurate, methodical, and calm analysis of issues, constant communication of priorities, and collegial resolution to sensitive matters
- Strong customer focus, sensitivity to diversity, excellent judgment ability, display of discretion and diplomacy and an ability to maintain confidentiality
- Ability to trouble shoot and problem solve independently as well as when part of a team
- High capacity for work and a willingness to go beyond a regular work schedule when required to meet deadlines
- Ability to serve the needs of multiple stakeholders and elicit their confidence and cooperation
- Demonstrated ability to effectively communicate and collaborate with all levels of an organization
- Technical skills: Advanced knowledge of Microsoft Word, Excel, PowerPoint, Adobe, Outlook, social media (LinkedIn, Instagram, Twitter) and project management applications; Experience with, or knowledge of: Workday, iCIMS, SharePoint and Unit4 is an asset

Nature and Scope

- **Contacts:** Internally – communicates with staff and senior leadership in Advancement and across campus to build constructive, collaborative, and strategic relationships that will move Advancement's

goals forward. Must be able to influence and serve the needs of multiple stakeholders, eliciting their confidence and cooperation.

- **Level of Responsibility:** Responsible for advising and recommending solutions to the administrative manager and the Vice-President. The position requires substantial skill in managing and coordinating a wide range of activities and demands. Responsibility, maturity, and excellent problem-solving and organizational skills are essential to manage conflicting priorities and requests for work completion. The role has a mix of defined, specialized and unusual or one-time task requests. This position is expected to exercise sound judgement and apply relevant policy and procedures to make independent decisions. The incumbent receives specific guidance but is expected to perform duties independently with outstanding customer service, a strong work ethic and ability to take initiative and strategize where minimal direction is provided.
- **Decision-Making Authority:** Works with confidential and sensitive issues on behalf of the VP. Problem solving is a critical skill for this position as unexpected issues and/or conflicts may arise, and the incumbent must be capable of analyzing problems and to solve issues quickly. Responsible for meeting critical project milestones and deadlines. Responsible and accountable for prioritizing and executing various administrative and technical tasks, with and without guidance.
- **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 staff position.