

Job Description

Job Title:	Manager, Events and Community Relations
Department:	Dean of Engineering
Reports To:	Director, Marketing Communications
Jobs Reporting:	Faculty Events Specialist
Salary Grade:	USG 10
Effective Date:	October 2022

Primary Purpose

The Faculty Community Relations and Sr. Events Manager creates strategic plans for a wide range of Faculty of Engineering events and community relations initiatives, for both internal and external audiences, and then works to execute plans. These planned activities work to promote and raise the external public profile of the Faculty and the University and are critical in building a strong, positive and welcoming engineering community and acknowledge the significant contribution of our alumni, donors and supporters.

This role is ultimately responsible for the success in the planning and coordination, communications, logistics, administration, budgeting and evaluation of all Faculty events. These include, but are not limited to funding announcements and building openings, high-value donor recognition functions, alumni events, faculty/staff/student recognition and awards, community building initiatives, seasonal celebrations and student recruitment events, etc. This role directs and supports the work of the Advancement Events Specialist ensuring their success in managing Undergrad Recruitment and smaller scale donor events.

Working closely with the Advancement Team Directors and the Dean's Office, the Faculty Community Relations and Sr. Events Manager provides positive forums for Faculty interactions with VIP government officials, industry partners and venture capitalists, identifies and leverages opportunities to enhance onsite branding, and facilitates ways for students, faculty and staff to connect and be engaged in their community.

Key Accountabilities

Event strategy and management

- Working with the Dean, Advancement Directors, Alumni Affairs and event stakeholders to plan, design and execute an annual roster of events that support the strategic objectives of the Faculty of Engineering
- Manages and evaluates key high-level events for the Faculty of Engineering that support profile and reputation building including target audiences of VIP government officials, industry partners, venture capitalists, high-value donors, alumni, prospective & current students, faculty and staff.
- Develops and implements an integrated communications plan for the promotion of events using both print and electronic media; manages and monitors web-based communication (promotion, registration, post-event feedback, etc.)
- Manages and administers significant event budgets (ranging from \$10,000 - \$800,000 per event), purchasing and booking event products in accordance with relevant budget and project plans
- Manage relationships with campus and community partners to ensure exceptional engagement, customer service and collaboration.

- Working with Communications team to develop and implement marketing and promotional materials and ensures consistency, accuracy and excellence in quality and content of messaging in all materials
- Ensures post-event analysis to assess future opportunities and make recommendations for improving service to internal and external stakeholders
- Assess new event and partnership requests to evaluate potential opportunities that are aligned with community building and expanding the reputation of the faculty and make recommendation to the Dean and Advancement Directors for further assessment

Community Relations

- Consult with the Dean in designing and implementing community building initiatives and events
- Interact with University government relations, research office, Advancement teams as Faculty events attract VIP external visitors
- Regularly staying connecting with the student, faculty and staff audiences to gain understanding of interests and concerns for application in designing programming and activities that will help to strengthen our Faculty community
- Reviews external and internal connection and event partnership requests and makes recommendations for new community building initiatives
- Creative planning to sources and develop iconic items for Faculty community building
- Serve as a resource to departments and Faculty units for community building within the Faculty
- Providing direction and advice to student groups within the Faculty regarding student-run events
- Maintain a comprehensive event toolkit to aid Faculty departments and support units in the organization of events.
- Provides effective communication tools within the Faculty to promote upcoming events and initiatives
- Acts as a resource person and consultant for Faculty stakeholders on matters of event management.
- Maintains positive, collaborative relationships with campus and community partners

Event programming

- Develops and ensures the use of project management strategies to prepare detailed schedules and budgets, identifying critical dates and deadlines to ensure that events are managed on time and within an approved budget.
- Mentoring the Advancement Specialists as needed with Undergraduate Recruitment events
- Manages supplier relationships to ensure quality, budget and delivery objectives are met and purchases required products accordance with relevant budget and project plans
- Identifies measures of effectiveness for their assigned events, streamlining existing processes when needed.
- Drafts event briefs, and program and briefing notes for the Dean, senior administration in the Faculty and all program participants for formal special events
- Identifies and manages university support services as needed for events.

Leading and managing people

- Responsible for leadership, professional development support and performance expectations of the Events Specialist
- Assigning and monitoring workload of assigned casual and contract employees, and co-op students
- contract employees and co-op students
- Oversees that the Events Specialist meets deadlines and expectations for effective delivery of their managed events.

Job Description



- Recruiting volunteers and managing and directing their responsibilities to support the delivery of successful events
- Builds and supports a network of student, faculty and staff volunteers; provides appropriate training and follow-up.
- Identifies needs and resources to expand skills and knowledge for other event staff in the Faculty by suggesting job-related development opportunities and recommendations regarding style, best practice, technologies, training and resources, in line with specific departmental goals and budgets. Identifies measures of effectiveness for their assigned events, streamlining existing processes when needed.

Faculty event spaces facility operations

- Establish, execute and regularly evaluate operating and booking procedures for the faculty event spaces in E7, which include the 2nd Floor Event Space, Pitch Space and 1st Floor Atrium
- Work with Faculty Space Manager, Plant Operations and IST to identify, schedule and execute preventative maintenance, repairs and cleaning for Event Spaces including AV equipment within
- Source, purchase and maintain event equipment and furniture for the event spaces.
- Create and maintain online booking and scheduling system for E7 Event Spaces including photos and use policies. Working with the Event Specialist to respond to all booking enquiries for the space in a timely manner
- Check on the space and equipment between bookings and proactively address any issues that arise from groups using the space including but not limited to excessive mess or damage to the space or equipment.

**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 undergraduate degree preferred, or equivalent combination of education and experience. Additional education or training in events management or public relations an asset.

Experience

- Minimum 5-7 years of event management, community relations experience with a proven track record of achievement in managing and promoting large-scale and high-profile events
- Experience working with VIP audiences, including government and business leaders
- Demonstrated disciplined approach to planning and project execution with exceptional attention to accuracy and detail
- Managerial experience leading events team and volunteer management experience
- Demonstrated ability to successfully use independent judgment in areas of time management, task prioritization and decision-making
- Project management experience with a demonstrated ability to manage concurrent projects under tight deadlines, and managing a large volume of work with conflicting priorities and deadlines
- Experience developing, monitoring and managing budgets
- Proven ability to thrive in a complex, fast-paced environment
- Demonstrated track record communications and/or public relations experience; donor relations experience an asset

Job Description



- Experience and a proven aptitude for success in solving problems is required.
- Experience working in post-secondary education is preferred
- Experience with project management software an asset

Knowledge/Skills/Abilities

- Highest level of customer service orientation.
- A service mindset and a team approach to working with colleagues and partners.
- Ability to manage complex, high-risk events.
- Competencies include strong written and verbal communication skills, critical thinking, excellent analytical skills, strong organizational skills and the ability to handle multiple tasks, prioritize and manage a variety of projects, and meet deadlines.
- Ability to manage confidential and sensitive materials and situations with the utmost discretion.
- Must be composed, organized and an accomplished problem solver.
- Ability to think and act strategically, creatively and dynamically in a high-pressure work environment.
- Ability to learn new software quickly and to adapt and access software while off-site.
- Highly proficient in MS Office programs and Adobe software including Photoshop
- Strong verbal and written communications skills
- Promotional writing and/or editing experience and asset;
- Knowledge of Raiser's Edge an asset;
- Understanding and use of Social Media an asset;

Nature and Scope

- **Contacts:** Internally, makes contact with senior administrative staff to plan and execute events including but not limited to: Dean of Engineering, Director, Advancement, Associate Directors – Marketing & Communications, Development & Alumni Affairs, Associate Deans and Department Chairs, Engineering faculty, staff and students, Registrar's Office; Student Awards, Finance, Catering & Event Services, Creative Services Externally, makes contact with parents of Engineering students, and contractors and suppliers to deal with, influence, and motivate vendors and suppliers, alumni and donors Parents of Engineering
- **Level of Responsibility:** Must be able to make informed decisions cognizant of broader accountability in a role representative of the university; Ability to take initiative where minimal direction is provided; Be proactive in contributing ideas and solutions to the Director and other team members; Provide guidance and support to team members; Establishes goals in consultation with Director, Advancement
- **Decision-Making Authority:** There is a high degree of risk management inherent in this role. Complex, large-scale events, important announcements, and VIP visits must be handled with significant attention to the experience as a whole, including constant shifts and changes that can throw whole plans off balance. All aspects of events must be managed extremely well, as the risk to the Faculty's reputation can be significant. Hence, the incumbent must be able to stay on top of many moving parts, respond calmly and professionally at all times, and exercise good crisis management protocols when things inevitably go wrong or change. The Events Manager must work autonomously and make judgment calls for event management requests.
- **Physical and Sensory Demands:** The event management of the role requires a significant physical effort with lifting and transportation of event toolkits, portable banners and other event-related tools to various locations on campus and within the community. The role also requires the set-up and takedown of event materials at locations, which could include moving and rearrangement of chairs and tables and other equipment for the event. Standing for extended times can be expected.
- **Working Environment:** Occasional travel required, Some evening/weekend work required. Flexibility in working hours is required as the role often requires long hours or non-traditional hours in order to set-up, oversee and takedown an event.