

Job Description

Job Title:	Stakeholder Relations Officer
Department:	Waterloo Undergraduate Student Association
Reports To:	Director, Marketing, Communications & Outreach
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	October 2019

Primary Purpose

Responsible for supporting Waterloo Undergraduate Student Association in progressing and achieving advocacy goals to improve the accessibility, affordability, accountability, and quality of the education experience at the University of Waterloo by developing relationships with university and external stakeholders. Supports the development and maintenance of strategic relationships with officials at the federal, provincial and municipal levels of government, as well as other public sector institutions, including by developing internal systems to track, grow and use relationships from initial contact, growth, collaboration and ending. Plans a wide range of events that support stakeholder development. Provides high level support to the government relations objectives of WUSA

Key Accountabilities

Serves as the primary coordinator for tracking relationships of WUSA that support key initiatives

- Creates and maintains a government and community engagement contact management system.
- Uses contact management system to guide broader stakeholder relations actions.
- In partnership with relevant executive, creates and helps execute a stakeholder relations strategy and practices for the Executive team, including stakeholder relationship acquisition, growth, use and transition.
- Identifies potential new stakeholders that WUSA should engage with.
- Provides institutional memory to executive by tracking and maintaining familiarity with the WUSA's multi-year advocacy and stakeholder relation files.
- Serves as a resource on WUSA committees or other projects as appropriate.

Supports WUSA's activities in advancing stakeholder relationships

- Supports with planning and operations of the lobbying actions of WUSA, including with external political organizations as the Undergraduates of Canadian Research-Intensive Universities, where requested.
- Plays a key role in developing relationships for WUSA, especially relationships with bureaucrats, political staffers, arms-length institutions and non-governmental organizations.
- Coordinates scheduling of government relations meetings for all WUSA staff.
- Develops relationships with key student stakeholders to inform the organization of student priorities both on and off campus, including but not limited to relationships with partisan clubs, societies, marginalized student groups, and the student population more largely.
- Identifies opportunities for, plans and manages stakeholder relations events at the request of members of the Executive, including events focused on student stakeholders.
- Serves as the primary contact with Federation/WUSA alumni, and tracks current status of Federation/WUSA alumni, former staff or other key individuals.

Job Description



- Supports WUSA executive and other staff in administrative tasks related to their stakeholder priorities

Identifies opportunities for WUSA to participate in and influence the development of public policy, government initiatives and programs in areas central to its mandate

- In coordination with the Vice President, Education and staff within marketing and communications, develop communications strategies to promote the policy objectives of WUSA.
- Works to promote the long term advocacy objectives of WUSA through providing assistance on campaigns and preparation of documents for government relations.
- Serves as the primary staff stakeholder with government relations and advancement university staff and other departments on campus that support our goals with external partners as directed by the executive committee.
- Informs and supports advocacy campaigns in partnership with appropriate marketing resources.
- Leads the creation of submissions, inquiries or other government relations documents to government and government affiliated bodies and tracks responses.

Supports WUSA in their activities relating to government relations, stakeholder relations, or advocacy

- Coordinates with the Director, Marketing, Communications & Outreach to inform research priorities for the organization as they pertain to government and stakeholder relations.
- Develops an annual government relations plan in alignment with the long range plan.
- In partnership with marketing and communications, creates content for marketing and communications materials, ensuring factual accuracy.
- Assists directly with tasks assigned by the Vice President Education with regards to the Undergraduates of Canadian Research-Intensive Universities (UCRU) and the Ontario Undergraduate Student Alliance.
- Serves as a resource and touchpoint for advocacy related matters relating to student-run services, societies, and other advocacy volunteers.
- Serves as a resource to track and develop student advocates across the university
- Coordinates the initiation and scheduling of meetings between elected political figures and the Vice President Education or other relevant staff.

Assists the Vice President, Education with setting direction and internal practices to build consistency and strength in WUSA's government relations approach

- Conducts scans of the current policy and political environments relating to post-secondary education and student issues to suggest areas in which WUSA can more effectively advocate for students
- Acts as a resource on effective government relations meeting strategies for any staff engaging in government relations.
- Assist in the recruitment, hiring, training, supervision of commissioners in partnership with the relevant executive.
- Conduct regular check-ins with commissioners and serves as a touchpoint for services they need for support within WUSA.
- In coordination with the Research and Policy Officer, assists in conducting research supporting WUSA's government relations mission.
- Serves as a contact with external student unions as necessary
- In coordination with the Vice President, Education, and appropriate marketing staff, plans and executes activities to promote voter turnout and advance student policy priorities during federal, provincial, and municipal elections.

**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*

Job Description



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

<p>Education</p> <ul style="list-style-type: none">• Bachelor's degree in a relevant subject such as public administration, public policy, political science, or education.• Relevant Master's degree is preferred
<p>Experience</p> <ul style="list-style-type: none">• 3+ years' experience in government or stakeholder relations, preferably at an organization focused on influencing education policy.• Demonstrated experience in cultivating and maintaining external relationships on behalf of a medium-sized, highly political organization• Experience in or interacting with all levels of government including municipal, provincial, and federal government.• Previous supervisory experience.• Experience in event planning and management.• Experience in leading high-profile projects
<p>Knowledge/Skills/Abilities</p> <ul style="list-style-type: none">• Advanced relationship building skills and strong interpersonal skills required• Excellent oral and written communication skills, including the ability to write and edit quickly, accurately and creatively, for a variety of audiences, including student audiences and government audiences• Must possess creative problem solving skills and sound judgement• Ability to handle complex multiple assignments at the same time and meet tight deadlines• Demonstrated ability to motivate and mentor student leaders and support their personal and professional development.• Ability to work and collaborate within a team environment, both as a project lead and in support capacities• Ability to be flexible and adaptable in a work environment that often has regularly changing priorities

Nature and Scope

- **Contacts:** Internally, communicates with the Executive, the General Manager, the Research & Policy Officer, and employees from Marketing & Communications Department and Campus Life Department. Externally, this position will have significant contact with civil staff and staffers from all levels of government, and occasional contact with politicians and members of university administration. Role will have frequent communication with students.
- **Level of Responsibility:** The position is responsible for the continuous advancement of priorities identified by the Vice President Education and Executive Committee. Responsible for independent thinking and active scanning.
- **Decision-Making Authority:** Responsible and accountable for interpreting and executing priorities for the department and addressing the changes to strategic plans by consulting directly with the VP Education, and Director of Marketing, Communications and Outreach as appropriate. Some development of annual planning and strategic stakeholder planning involved under the guidance of the Vice President, Education.
- **Physical and Sensory Demands:** Minimal demands typical of an office position
- **Working Environment:** Minimal exposure to disagreeable conditions. Position may include some travel. Some evening, weekend and holiday hours required