

## Job Description

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<b>Job Title:</b>	Manager, Science Outreach
<b>Department:</b>	Office of the Dean of Science
<b>Reports To:</b>	Executive Officer
<b>Jobs Reporting:</b>	Museum Curator, Science
<b>Salary Grade:</b>	USG 10
<b>Effective Date:</b>	May 2019

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### Primary Purpose

The Manager, Science Outreach is the lead for Faculty of Science Outreach with the primary purpose of facilitating the Faculty's strategic priority area of enhanced visibility, reputation and community. Science Outreach provides programs and enrichment activities to increase awareness of the importance and value of Science. The Manger, Science Outreach also provides oversight and continuity for departmental outreach activities and initiatives (e.g. public lectures, Earth Sciences Museum).

### Key Accountabilities

#### **Engage the Faculty of Science in Outreach initiatives**

- Communicate with Outreach volunteers (undergrads, grads) to enhance their understanding of the importance of communicating Science, benefits to their skill development, etc.
- Be aware of research / new technologies that could impact programs
- Provide lecturers and faculty with opportunities to communicate their research passions to audiences
- Align Outreach strategies and goals with Faculty strategic plan
- Develop annual budget for Science Outreach activities for approval by the Dean of Science
- Manage expenses and provide financial approvals for budget allocated to Science Outreach
- Provide annual report to Dean, Executive Officer, Associate Dean, Undergraduate Studies and Chairs

#### **Serve as Faculty of Science lead for Science department and school outreach activities**

- Provide guidance and strategic assessment of program content, evaluate new and current opportunities for impact
- Provide guidance and support for department/school-led outreach initiatives (e.g., Earth Sciences Museum, Chemistry outreach, Physics lecture series)
- Collect data to maintain a master record of audiences reached through Outreach initiatives
- Develop shared resources, such as public or teacher contact lists, workshop development methods, promotion strategies

#### **Resource Planning and Strategic Planning**

- Negotiate space and facilities for Outreach activities
- Work with the Director of Advancement to foster and develop relationships with potential sponsors and supporters
- Ensure that Outreach programs align with faculty objectives by working with Associate Dean, Undergraduate, and Dean of Science
- Solicit, compile and assess feedback on Outreach activities

#### **Provide guidance and oversight for Science Museum and Galleries**

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- Support and supervise Museum Curator in execution of Museum activities
- Provide oversight to ensure that Science Outreach is working to meet priorities of the Earth Sciences Museum management board and the Dept. of Earth and Environmental Sciences
- Ensure that other Science museum, exhibit and gallery spaces on main campus are developed to the benefit of Faculty of Science strategic priorities
- Identify and support the application for financial support from various granting agencies and sponsors where applicable (Earth Sciences Museum)

### **Lead and develop programming for school age audiences.**

Elementary School programs (partners with national Let's Talk Science program, programming is integrated with their goals and resources):

- Supervise development of, and annually review teaching tools; align with curriculum; reflect UWaterloo Science research topics or programs and careers; review feedback from volunteers and teachers
- Assess capacity of the program, set goals and strategies
- Solicit and manage registration, train volunteers
- Set and administer budget for the program

High School programs (combination of on- and off-campus workshops):

- Develop agenda and activities for events. Depending on the scope of the program, activities may use past resources or require activity development from a blank state.
- Provide audience-appropriate programming that may include tours of research labs on campus
- Ensure that adequate supervision is provided
- Document events (text and photos) and report on outcomes for future improvement
- Solicit and manage registration for programs and events
- Develop and use tools to assess success of program activities. Assessment may be used to share success with other programs through papers and conferences, annual reports
- Assess, with Recruitment Coordinator, opportunities for partnership
- Liaise with school boards and teachers to determine suitable classroom outreach content or teacher training opportunities

Develop content suitable for school-age audiences through community events such as:

- Science Open House
- Science Odyssey
- PhysiX: Girls Matter (partner with HeForShe)
- Summer community events (Discovery Square, library programs, KidsPark booth, UW Canada Day booth)

Science department or school events (e.g. school-age programs associated with World Wetlands Day, Gairdner Lecture, TD Walter Bean)

*\*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**

- Master of Science degree or equivalent (B.Sc. with demonstrated depth and breadth in knowledge and communication of Science disciplines).

### **Experience**

- 5 – 7 years of experience in written and oral communication about Science (ability to translate complex scientific concepts into lay terms tailored to specific audiences).

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- 5 – 7 years of experience in public relations and/or event management and interaction with the public.
- Demonstrated ability to work with diverse audiences (age, gender, cultural) and needs (research, delivery, promotional) in a youth education, communications, and/or public relations role.
- At least five years of experience with development and delivery of Science-based programs to youth. Experience with Let's Talk Science an asset.
- Experience training volunteers, conducting program assessments and comparative research

### **Knowledge/Skills/Abilities**

- Intermediate (user) experience Finance platforms (Concur, Unit4)
- Entry level/beginner experience with Sharepoint
- Intermediate experience with Adobe Creative suite
- Intermediate experience with GoogleApps
- Intermediate experience with MS Office
- Intermediate experience with Social media (Twitter)

### **Nature and Scope**

- **Contacts:** Collaborates with Faculty of Science Management team and Administrative Committee Departmental/School Management teams. Engages with MUR (Marketing and Undergraduate Recruitment), MSC (Marketing and Strategic Communications) and their Faculty-based counterparts, Community Relations and others on-campus that target public and school-aged audiences. Maintains collegial partnership with Faculty of Engineering to facilitate support of the ESQ program and to ensure programs operate synergistically. Engages with undergraduate and graduate students (as volunteers and co-op students). Externally, makes contact with, and/or presents to: partners or potential partner organizations for collaborative ventures; the general public; community groups; teachers; parents; alumni and other stakeholders
- **Level of Responsibility:**
  - Manages a Faculty-level function directed to external audiences. Frequently requires internal collaboration with academic units (Departments/Schools) within the Faculty of Science and the support of their management teams.
  - Responsible for establishment of risk-management plans and safety protocol for programs with public attendees and school-age participants, including large-scale events and laboratory workshops.
  - Responsible for engaging, training and managing student Science Outreach volunteers (~400+).
  - Responsible for independently developing and organizing the school-age programming and creating specific programming to satisfy terms outlined by grants and program backers. Subject matter is highly specialized and there is a high level of responsibility to ensure accuracy of program content.
  - Has awareness, at times, of highly sensitive/confidential information when engaged with minors.
- **Decision-Making Authority:**
  - Within the context of the Faculty of Science's strategic plan (priority area: enhanced visibility, reputation and community) and budget, makes decisions related to engagement in Outreach events and activities.
  - Makes decisions on timelines, budget allocation, and staffing resources to meet established objectives.
  - Makes decisions on suitability of volunteers and makes hiring decisions for Outreach Associate (co-op student).

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- **Physical and Sensory Demands:** Role requires a high level of attention to detail and ability to work in multi-tasking manner. The role also requires some exertion of physical or sensory effort that could result in moderate fatigue, strain, or risk of injury.
- **Working Environment:** Travel: Some local and regional travel is required. Examples include classroom/school or community visits and/or events; Science Teachers Association of Ontario (STAO) conference; Let's Talk Science conferences and meetings. Working Hours: Regular working hours, some evening/weekend work required. Extended hours may be required during times of peak activity. The Manager, Science Outreach expected to be present for some, and be reachable for all events and outreach-related activity. Risks – physical and psychological: Physical risks: Typical of those associated with occasional business travel and occasional outdoor events. Psychological risks: Exposed to the time demands, complex decisions and dynamic environment associated with a management position.