

Job Description



Job Title:	Events & Student Engagement Specialist
Department:	Stratford School of Interaction Design and Business
Reports To:	Administrative Officer
Jobs Reporting:	None
Salary Grade:	USG 7
Effective Date:	September 2019

Primary Purpose

The Events & Student Engagement Specialist is responsible for three critical areas: event management, oversight and coordination; student engagement in enrichment activities with respect to entrepreneurship, commercialization and digital media; logistical support and student advising for the Global Business and Digital Arts (GBDA) Internship recruitment cycles. This person works closely with internal and external contacts to ensure quality project delivery, execution, mutually-beneficial partnerships, and excellent communications and processes.

Key Accountabilities

Event management including, but not limited to:

- Leads all planning and execution of all Stratford School events, both internal and external;
- Develops annual strategic plan for roster of events that support the objectives of Stratford School;
- Acts as point of contact with internal and external stakeholders to provide knowledgeable and timely communication that ensure the delivery of successful events;
- Supports Development and Alumni Affairs in developing and executing donor recognition and alumni events;
- 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.);
- Establishes targets of success (including event registration/attendance), measures event outcomes and acts accordingly;
- Plans and oversees event associated budgets, ensuring compliance with UW financial policies and procedures;
- Oversees and organizes technical support (audio and visuals), logistics and event deliverables, including digital assets, catering requirements and third-party procurements;
- Leads project meetings associated with events; organizes and oversees execution of all details;
- Leads post-mortem meetings and follow-up with all stakeholders, actions post-event report;
- Manages supplier relationships to ensure quality, budget and delivery objectives are met;
- Establishes best practices for registration and oversees this system for all events;
- Approves and completes contracts and all appropriate documentation associated with event requests and Stratford School room bookings;
- Provides superior customer service to internal and external stakeholders;
- Recruits and manages volunteers to support the delivery of events;

Student engagement: entrepreneurship and commercialization

- Develops and implements student engagement programming that promotes entrepreneurship and professional development opportunities;
- Seeks and fosters relationships with internal and external mentors and partners (Velocity, Accelerator Centre, etc.) to establish and strengthen entrepreneurial activities on campus and beyond;
- Builds relationships with faculty members to understand and support value-add educational activities both in the classroom and extra-circularly (ex: lunch and learns, guest speakers);
- Creates and maintains a roster of guest lectures and workshop leaders that compliment program objectives;
- Collaborates extensively with colleagues to identify gaps and act on opportunities with respect to extra-curricular activities that promote intellectual, personal, and professional development;
- Provides direction and advice to student groups with the Stratford School regarding student-led events
- Monitors and reports regularly on student engagement initiatives; provides end-of-term statistics so that initiatives may be assessed for effectiveness.

Provides organizational and logistical support for the GBDA Internship recruitment cycles at the Stratford School:

- Administers and communicates/supports the processes, procedures and programs led by CECA and WatPD Office in order to facilitate the hiring of GBDA students/graduates;
- Collaborates with the appropriate CECA representatives to ensure a smooth interview experience for both students and employers, identifying and troubleshooting issues as they arise;
- Promotes student/employer communication at the Stratford School for the duration of the matching process and interview weeks;
- Manages appropriate interview space at the Stratford School and oversees required setup;
- Hosts employers at the Stratford School when appropriate.

**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

Post-secondary degree, college diploma or equivalent experience.

Experience

- Minimum of 3-years experience demonstrated in one or more of: event planning and management, partnership building, community engagement
- Proven ability to multi-task and manage a large volume of work, conflicting priorities and deadlines
- Knowledge of the Stratford programs, UW entrepreneurship ecosystem (i.e., Velocity, Accelerator Centre) and understanding of student experience in Stratford and at UW an asset

Knowledge/Skills/Abilities

- Excellent written and verbal communication skills
- Demonstrated superior planning and organizational skills
- Effective problem solving and conflict management skills
- Ability to exercise proactive project leadership, communicate effectively to project participants who need to understand progress, and identify risks/mitigating strategies before problems occur
- Ability to build and maintain new relationships
- Ability to take initiative where minimal direction is provided
- Detailed knowledge of event management and community engagement best practices

Nature and Scope

- **Contacts:** Incumbent will have significant interaction with various key stakeholders. S/he must have strong interpersonal skills, be passionate about quality and attention to detail, and be able to deliver in a high-performance environment with multiple projects, stakeholders and competing deadlines. S/he must be proactive, enthusiastic, positive, open-minded and ready to work as part of a dynamic, multi-faceted team. S/he should be methodical, process-oriented and organized, with exceptional planning skills. Responsibility to develop and maintain cooperative and productive working relationships with diverse stakeholders is a key mandate of the role. Dissemination of inaccurate information may lead to the need for intervention to repair relationships or correct mistakes.
- **Level of Responsibility:** The position is responsible for top-rate planning processes and execution, building and maintaining exception relationships. Role requires initiative, tact, discretion, confidentiality, sensitivity. The incumbent must possess good judgement, initiative and flexibility to adapt to problems, or last-minute changes and identify contingency actions or alternate plans. Works with a high degree of autonomy. Responds to queries and requests for information, requiring a thorough understanding of University policies.
- **Decision-Making Authority:** Independent decision-making a significant portion of the time, sometimes within a delegated area of authority. Refers atypical problems to the Director or Administrative Officer.
- **Physical and Sensory Demands:** The role requires a significant physical effort with the 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 required the set-up and take-down of event locations which often includes moving and rearrangement of chairs and tables.
- **Working Environment:** Work outside normal operating hours can be expected in this role. The role often requires extended and/or non-traditional hours in order to set up, oversee and take-down an event. The role involves psychological risk resulting from unavoidable exposure to disagreeable situations and deals with people who are upset, frustrated or angry, in crisis or with people who have mental health concerns. Works with confidential academic information, which may involve personal or health issues requiring sensitivity and tact. The role involves dealing with a variety of tasks; frequent interruptions and adjustment of priorities and meeting multiple, conflicting and/or tight deadlines beyond one's control. Responds to time sensitive situations where there is a lot of pressure to find a solution quickly. This position is located at the University of Waterloo Stratford School Campus in Stratford, Ontario.