

## Job Description

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<b>Job Title:</b>	Director, Home Flood Protection Program
<b>Department:</b>	Dean of Environment, Intact Centre on Climate Adaptation
<b>Reports To:</b>	Head, Intact Centre on Climate Adaptation
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 12
<b>Effective Date:</b>	November 2017

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### **Primary Purpose**

The Director is responsible for guiding and managing the strategic direction of the Home Flood Protection Program, managing all human resources, finances, program development, and public relations activities. The Director is responsible for building and maintaining mutually beneficial relationships with key stakeholders across the country in the fields of insurance, municipal engineering, real estate, home inspection and all levels of government. Programs developed by the Centre will empower key stakeholders to work with homeowners to maximize on the ground action to reduce basement flood risk across Canada. The Home Flood Protection Program will affirm the University of Waterloo as a clear leader in the development of practical and cost effective programs that help Canadians adapt to climate change.

### **Key Accountabilities**

#### **Strategy, and Leadership**

Guide the overall strategic positioning of the Home Flood Protection Program(HFPP) through, but not limited to:

- Develop a multi-year plan to execute on the HFPP, consistent with guidance from the ICCA Advisory Board and direction from the Head, ICCA
- Monitor and respond to trends in research, education, training, standards, building and municipal codes related to flood resiliency in Canada
- Participate in a technical and/or advisory capacity to guide the development of policies, guidelines and standards that pertain to basement flood risk mitigation and community engagement best practices
- Lead HFPP program planning relative to ICCA objectives to de-risk the Canadian housing sector
- Lead multi-disciplinary dialogue across Canada related to the mandate for the HFPP – dialogue will span relationships with government, business, academe, NGO's, legal sector and securities commissions
- With guidance from the Head of ICCA and the University's Communications and Government Relations personnel, meet with senior government officials to explain the additive value of the HFPP to de-risking the Canadian housing sector relative to flood potential

#### **Partnership Development**

With guidance from the Head of ICCA and the University's Communications and Government Relations personnel, build relations with governments (Federal, Provincial, Municipal), insurance agencies (IBC, ICLR), infrastructure-related businesses (builders, municipal planners), real estate associations and top-producing real estate agents, home inspection associations across Canada, to determine best ways to promulgate the promotion and widespread use of the HFPP. Outreach will be facilitated by, but not limited to:

- Arranging meetings with senior leaders from the above agencies, during which time the utility of the HFPP would be profiled
- Development of promotional collaborations
- Development of cost-effective training and promotional materials to empower the key stakeholders to promote the key flood risk mitigation messages of the HFPP
- Working with the Office of Research, generate direct in-kind and/or monetary support from the above agencies
- Co-author papers/communiqués with the above agencies.

### **Research and Program Management**

Design and facilitate the execution of the HFPP program, in consultation with technical experts across Canada, monitor its progress and provide continuous program improvement through, but not limited to, the following:

- Develop training, program evaluation and outreach materials for all elements of the program including:
  - Customer service program communication and registration
  - Municipal engineering, building science, landscaping, insurance, home inspection, customer engagement background training for assessors and tests
  - Use of the assessment tool evaluation of assessors training and tests
  - Onsite assessment training and tests
  - Quality assurance processes training and tests
  - Data collection and analysis
  - Door to door communications and tracking training
- Develop the HFPP secure database and data analysis system
- Develop the assessment tool
- Organize training, testing and approval of HFPP assessors
- Develop a system to deploy assessors into communities
- Develop a system to monitor the degree to which home owners act upon the recommendations of the HFPP
- Calculate the Return on Investment associated with the HFPP
- Ensure HFPP programs are delivered on time and on budget, and meet organizational quality and brand standards
- Oversee the adaptation of the training materials, tests, assessment tool, secure database and data analysis features as needed to meet the needs of key stakeholders
- Report to the ICCA Advisory Board, as required, and ensure funding is used effectively and appropriately.

### **Communication and Public Affairs**

Ensure a high profile for the HFPP with, but not limited to, the Canadian public, politicians, realtors, home inspectors, landscapers, builders and municipal engineers. This profile will be achieved through, but not limited to, the following:

- Ensuring communication with the media (newspapers, magazines, radio, TV) as material research findings emerge, with guidance from the communications team at the University of Waterloo
- With guidance from the University, performing outreach through the Centre's social media channels
- With guidance from the University, develop and grow the HFPP's brand in a manner consistent with direction from the ICCA Advisory Board and the University of Waterloo
- Seeking and participating in speaking engagements across Canada to a variety of industry, government and general public audiences, in consultation with Community Relations staff where appropriate.

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- Creating and maintaining a professional portfolio of marketing and communication tools to ensure that the key messages of the HFPP related to taking practical action to mitigate basement flood risk is clearly understood by internal and external audiences (e.g. website material, videos, brochures, presentation slide deck, standardized social media posts and public service announcements)
- Collaborating on writing op-eds and other knowledge mobilization strategies with UW and external experts to raise profile of the HFPP across Canada

### **Operations and Supervision**

Manage all operational and supervisory functions of the HFPP (finance, legal, administrative, human resources, etc.) including, but not limited to, the following:

- With oversight from the Office of Research, contributing to generating research support
- Supervising HFPP support staff (e.g. casual, temporary, students and future permanent positions) contractors, including aspects of training and development
- In collaboration with Procurement Services, Legal and Insurance departments at the University of Waterloo, overseeing the development and management of all agreements with up to 10 contractors with contractor team sizes ranging from 1 to 20 members.
- Overseeing the development and management of all agreements, waivers, consent forms with all external parties in collaboration with Legal and Insurance departments at the University of Waterloo
- Maintaining internal relationships and communication with the Dean of the Faculty of the Environment, the Office of Research, Faculty-and-University level staff and other UW services (Procurement, Finance, Legal, Insurance, Human Resources, Creative Services, etc.) and keeping up to date on all changes to required processes and procedures

## **Required Qualifications**

### **Education**

- Bachelor's required (Master's preferred)

### **Experience**

- At least 1-2 years experience guiding the development of software and secure database applications
- At least 5 years of experience managing a multi-year project(s) with a budget in excess of \$1 million
- At least 5 years of experience developing, testing and improving training and testing materials
- At least 5 years experience with research project development and implementation, including scoping, experimental design, data analysis, financial planning, reporting, and team formation and management
- At least 5 years of experience managing an innovative, high profile, multi-stakeholder, multi-funder, technically vetted flood risk reduction or stormwater management public education program in the non-profit and/or academic sectors
- At least 10 years of experience with multi-sectoral client/partner relationship development and management (including government, business or NGO experience)
- At least 10 years of experience with public relations, media management, communications development and execution
- At least 10 years experience with staff and volunteer hiring, management and team development
- At least 10 years experience with program development, oversight, management and continuous improvement
- At least 10 years experience in the development of agreements and oversight of external contractors
- Basic experience with desk-top publishing software
- Basic experience with financial/project management software

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

- Engaging and compelling public speaker, writer that readily adapts approach and language to effectively engage audience
- Demonstrated ability to effectively lead, contribute to and develop internal and external teams
- Demonstrated competency at effectively managing challenging politically sensitive, legal or human resources issues
- Demonstrated ability to navigate and successfully complete technically and procedurally complex and demanding tasks on a consistent basis
- Demonstrated competency in board-room, political, media interview and public information session settings
- In-depth knowledge of legal liability and insurance risks as they pertain to flood risk mitigation
- Demonstrated ability to work effectively within UW's Procurement, Research, Legal and Insurance framework to develop programs and maintain agreements with external parties
- Demonstrated ability to work effectively within UW's Procurement, Research Legal and Insurance framework to develop and maintain agreements, waivers and consent forms to limit risk for University of Waterloo
- In-depth knowledge of integrated residential and non-residential stormwater management and flood risk mitigation from the perspectives of municipal engineering, landscaping, insurance, home inspection and realty
- Knowledge of government and business climate change issues as well as related governance and professional practice in Canada

### **Nature and Scope**

- **Contacts:** Externally, interacts with the following groups as part of knowledge mobilization and program execution: corporations and industry associations, particularly those in the insurance, building, home inspection, real estate, finance and risk management sectors, government ministries and agencies (federal, provincial and municipal), media, community groups, non-governmental organizations (NGO's), and Inter-governmental organizations (IGOs) and homeowners. Externally, interacts with the following groups in order to collaborate, negotiate and "sell" ideas: ICCA Advisory Board, Funding agencies, Other Universities and Colleges. Internally, communicates with the following contacts to collaborate, negotiate and "sell" ideas: Office of the Dean of the Faculty of the Environment, Office of Research, Procurement, Legal, Insurance, Finance, Interdisciplinary Centre on Climate Change Director, staff and members, and other UW research centres (e.g. WISE, Water Institute). Internally, communicates with the following contacts to enable action, reach agreement and negotiate: Faculty of Environment Executive Officer and Financial Officer, Faculty and University-level Communications Offices, Faculty and University-level staff. Internally, communications with the following contacts to obtain, clarify, and discuss information: UW service units (Finance, Human Resources, Creative Services, Food Services, etc.)
- **Level of Responsibility:** The job requires a high level of experience in financial management, fundraising, training development, project management and public relations and requires highly specialized knowledge in the multi-disciplinary field of flood risk mitigation communications. Work is done with minimal supervision and the role provides supervision and oversight to a diverse team of internal staff, volunteers and a wide variety of external contractors with a total budget on in excess of \$1 million. The project holds a high public profile and brings national attention to University of Waterloo as a leader in developing programs that provide practical solutions to addressing climate change.
- **Decision-Making Authority:** Makes decisions on strategic direction, program development, fundraising targets, execution timelines, budget allocation, staffing resources and provides guidance to others. Makes decisions on external communications content and timing. Responsible for development

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and implementing the overall program plan within the confines of the Faculty's strategic plan and budgetary constraints.

- **Physical and Sensory Demands:** Minimal demands typical of an administrative position within an office environment
- **Working Environment:** Occasional travel required. Regular working hours/some evening and weekend work required. No significant physical or psychological risks.