

Job Description

Job Title:	Sustainability Engagement Coordinator
Department:	Dean of Environment Office
Reports To:	Sustainability Manager
Jobs Reporting:	N/A
Salary Grade:	USG 7
Effective Date:	September 2017

Primary Purpose

This position is responsible for supporting the implementation of campus sustainability programs through active promotion and engagement to students, employees, and other members of the campus community. The incumbent will maintain and expand the Sustainability Office's communication channels to increase the reach and impact of information related to sustainability at Waterloo. They will develop and implement programming that directly engages students and employees to encourage sustainable behaviours and raise awareness of sustainability issues, and will support other departments to ensure relevant services and achievements are communicated widely and effectively across the University. They will also implement and maintain an ongoing calendar of campus-wide sustainability events.

Key Accountabilities

Communications support

Maintain and expand key communication channels of the Sustainability Office, including but not limited to:

- Overseeing implementation of the Communications Plan for the Sustainability Office
- Regularly updating the news feed and blog on the sustainability website
- Scheduling content and increasing engagement on Social Media
- Drafting and circulating regular updates to the Daily Bulletin
- Partnering with other departments to integrate communications, where appropriate
- Proactively seeking appropriate ways to reach relevant audiences

Engagement programming development

Initiate and support programming to encourage sustainable behaviours and increase awareness of sustainability among students and employees, including, but not limited to:

- Expanding best practice documents and delivering coaching and support to ambassadors and relevant departments as part of the Green Office program
- Logistical support and implementation for sustainability-focused certificate programs for employees and students (i.e. through Maximize Potential, Organizational & Human Development)
- Developing key activities, training, services, and other programming in partnership with relevant University departments during student orientation activities
- Supporting the creation of sustainability-focused student leadership networks in residences and between student clubs, societies, and groups, and providing best practices and other relevant coaching and tools for these networks
- Creating targeted and ongoing strategies, in partnership with relevant departments, to encourage more sustainable behaviours, after careful consideration of barriers and opportunities (e.g. reducing energy and water use, improving waste diversion, increasing sustainable transportation, and encouraging sustainable food choices)

Event and campaign management

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Deliver an annual calendar of sustainability-related events, campaigns, challenges, and activities to encourage participation and raise awareness among the campus and local community, including but not limited to:

- Planning and implementing Carpool Week, Earth Month, Bike Month, Waste Week, and other community-wide events in which the University participates
- Hosting the Eco-Summit and other events that celebrate sustainability accomplishments and recognize individual or departmental success

**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

- Bachelor's Degree required. Education or training related to environmental science, studies, policy, communication, or practice.

Experience

- At least two years of professional work experience related to employee or student engagement, sustainability, or event planning.

Knowledge/Skills/Abilities

- Intermediate-level skills in Microsoft Excel (graphing, pivot tables, descriptive statistics), Word (report formatting), PowerPoint (presentation design), and Social Media (i.e. Hootsuite, Facebook, Twitter)
- Familiarity with behaviour-change frameworks (i.e. CBSM), best practices, and program design
- Strong knowledge of event/campaign planning and management
- Demonstrated interpersonal skills and ability to interact with a wide variety of stakeholders
- Basic experience with web content management software
- Demonstrated proficiency in communicating—both in writing and orally—at a high level

Nature and Scope

- **Contacts:** Interacts with a number of internal departments for events and campaigns, program development and delivery, and training. This includes discussing information and supporting actions of Green Office Ambassadors, Sustainability Office, and various departments regarding behaviour-change programming (i.e. Plant Operations, Food Service, FEDS, Residences). Externally, this includes working with relevant stakeholders (i.e. Sustainable Waterloo Region, area municipalities, other universities) for community-wide sustainability events or campaigns (i.e. Bike Month, Earth Day).
- **Level of Responsibility:** Supports a specialized institution-wide function with no direct-reports, aside from potential co-op positions. The job includes responsibility for coordinating volunteers who may be involved in various initiatives.
- **Decision-Making Authority:** Makes decisions about details of events (time, location, etc.) subject to overall plans and budget. Responsible for implementing engagement programming within the confines of the University's strategic plan, Environmental Sustainability Strategy, and budgetary constraints.
- **Physical and Sensory Demands:** Minimal physical demands, may require some lifting for events and campaign preparation
- **Working Environment:** Regular working hours, some evening/weekend work required, occasional travel required; physical risks are typical of those associated with occasional business travel;

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psychological risks include minimal but occasional exposure to disagreeable conditions typical of a coordinator position