

Job Description

Job Title:	UWaterloo Portal Project Manager
Department:	Student Success Office
Reports To:	Manager, Student Engagement and Strategic Communications
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	February 2020

Primary Purpose

As a key member of the Integrated Communications team, and reporting to the Manager, Student Engagement and Strategic Communications in the Student Success Office (SSO), the UWaterloo Portal Project Manager will manage the continued evolution of Portal and its student engagement initiatives aligning with the strategic priorities and goals of the SSO. Responsibilities include setting priorities, liaising with development team, student engagement planning, Portal community management, and daily support for Portal with the goals of raising awareness, increasing adoption and ensuring the project's ongoing success.

Key Accountabilities

Project Management of UWaterloo Portal

- Research, develop and maintain annual plans for UWaterloo Portal development features based on student needs and feedback.
- Set timelines, work back schedules, milestones, and progress meetings. Report regularly on project goals and status to key stakeholders and SSO management team.
- Adjust and evolve project plans at key milestones to ensure progress.
- Develop long and short term build requirements and schedule roll out plans with support from the Manager, Student Engagement and Strategic Communications.
- Engage with key campus partners to communicate strategic content and emergency notifications (collaborates with University Relations, Office of the President, RO, GSPA, etc.).
- Assess needs and demands from campus partners and manage prioritization of content development to ensure ongoing trajectory of success.
- Foster collaboration with campus partners and data stewards to ensure campus data is available for Portal use and development.
- Address privacy and security assessment protocols, in consultation with the Secretariat's Office and IST Security.
- Lead campus-wide groups to develop effective Portal governance strategies and implementation.
- Manage and report on progress, roadblocks and project risks, to the UWaterloo Portal Steering Committee.

Research, plan and implement student engagement programs

- Research, develop and maintain annual plans for Portal student engagement including booting, hackathons, and in-app feedback mechanisms.
- Under the direction of the Manager, Student Engagement and Strategic Communications, plan termly student engagement opportunities. Seek feedback from students and assess initiatives to inform future planning.
- Share data and insights with the SSO team and campus partners in a variety of formats and channels.
- Hire, coach and schedule student engagement support staff for booting and other outreach opportunities.

Liaise between SSO and IST to set and manage priorities

- Set termly priorities for features and enhancements of Portal, using the strategic plan, roadmap and data-driven, student-centric research.
- Collaborate with IST developers to manage priorities and build requirements, adhering to development calendar and work back schedules.

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<ul style="list-style-type: none">• Assist university stakeholders with understanding student needs, technologies and focus areas which translate into the success of supported online platforms and applications.• Maintain a strong focus on UI/UX to adapt to continuous changes in emerging platforms, technology and trends.
<p>Provide daily support and community management</p> <ul style="list-style-type: none">• Ensure provision of positive experiences through a professional approach to constructive feedback from users, while influencing positive sentiments towards the product.• Safeguard the University's reputation through the management and execution of crisis communications through Portal.• Respond to and provide support for the needs of the 40,000+ UWaterloo Portal community of users• Manage ongoing consultation with the community to continuously engage Portal users, ensuring student needs and priorities are met.• Provide guidance and expertise on how to enhance UWaterloo Portal for additional audiences (ie. faculty, staff, alumni).
<p>Maintain a strong understanding of current trends and best practices for communicating with and engaging student audiences</p> <ul style="list-style-type: none">• Maintain clear understanding of student audience technologies, trends and communication preferences with respect to receiving and sharing information and translate into tactics for enhancing just-in-time message delivery.• Collaborate with SSO colleagues and campus partners to understand emerging student needs and requirements.• Strong understanding of student services and student programs that enhance the academic, health/wellness and social development of students on campus.• Awareness of current department and campus-wide initiatives, best practices at other universities and current research focusing on student engagement.

**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

<p>Education</p> <ul style="list-style-type: none">• Bachelor's degree in related discipline and/or diploma in program/project management
<p>Experience</p> <ul style="list-style-type: none">• 3+ years of experience in a technology project or program management role• 1-2 years of experience in mobile app or web app project work• 1-2 years of experience in event planning – preferably for a student audience• Experience and knowledge of student engagement best practices• Experience and knowledge of web mobile app UI/UX design principles• Experience and knowledge of accessibility requirements (AODA)• Experience writing copy for a student audience• Experience engaging with student in person, via email, social media, and digital platforms• Experience with Lean/Six Sigma methodology an asset
<p>Knowledge/Skills/Abilities</p> <ul style="list-style-type: none">• Advanced: MS Office suite of products (Word, Excel, PowerPoint)• Intermediate: email marketing campaign and distribution platforms (MailChimp)• Intermediate: web content management system (WCMS – Drupal)• Intermediate: web-based project management platforms (Smartsheet)• Intermediate: social media platforms and tools (Hootsuite)

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- Strong project management skills
- Strong communication skills – both oral and written
- Strong organizational skills
- Effective time management skills
- A continuous improvement mindset is an asset

Nature and Scope

- **Contacts:** Internally, communicates with colleagues within the Student Success Office and key stakeholders from across campus; direct contact with student audiences through engagement programs in person and online; some external contact with vendors, families, and the general public through events.
- **Level of Responsibility:** Manages a key, high-profile campus mobile app and website. Responsible for ensuring the successful implementation of student engagement initiatives.
- **Decision-Making Authority:** Makes daily decisions about projects and initiatives within the responsibilities of the role, directing the focus and scope of projects; determines the optimal course of action to solve problems, and exerts a positive and at times persuasive influence on campus stakeholders.
- **Physical and Sensory Demands:** Minimal demands typical of an office position. May require continuous standing and carrying equipment and supplies for student bothing and other student engagement events.
- **Working Environment:** Mostly office-based work with some on-campus event-based work. On occasion, work outside of normal business hours may be required.