

Job Description



Job Title:	Events Manager
Department:	Faculty of Mathematics
Reports To:	Director, Strategic Communications
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	March 2021

Primary Purpose

The Events Manager is accountable for all facets of the Faculty of Mathematics events. This includes event strategy, planning and coordination, marketing and communications, logistics, administration, budgeting, and evaluation. Events include but are not limited to faculty/staff/student awards' events, building openings, donor recognition functions, alumni events, student recruitment events, etc.

Key Accountabilities

Event Marketing and Communications including but not limited to:

- Developing the annual strategic plan for a roster of events that support the strategic objectives of the Faculty of Mathematics.
- Developing and implementing 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.).
- Providing effective communication within the Faculty to promote coming events and initiatives.
- Working with Communications team to develop and implement marketing and promotional materials.
- Identifying and overseeing online registration system for all events.

Event Programming

- Executing a calendar of events that includes award banquets, receptions, staff appreciation events, guest lectures, donor appreciation events, building openings, gift announcements and other special events that support the strategic objectives of the Faculty.
- Developing implementing, promoting, and evaluating current and new Faculty-wide events.
- Supporting development and Alumni Affairs in developing and executing donor recognition and alumni events.
- Assisting the graduate and undergraduate recruitment team leaders with event support, as required.
- Managing supplier relationships to ensure quality, budget and delivery objectives are met.
- Administering significant event budgets (\$10,000 to \$50,000 per event).
- Providing superior customer service to internal and external stakeholders.

Human Resources Administration, including but not limited to:

- Assigning and monitoring workload of assigned co-op student(s), as required.
- Recruiting and managing volunteers to support the delivery of events.

Other administrative functions, including but not limited to:

- Serving as a resource to departments with regard to special events in the Faculty.
- Providing direction and advice to student groups within the Faculty regarding student-run events.
- Maintaining a database of vendors, suppliers, and clients.
- Creating event reports.

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- Other duties as assigned by the Director, Strategic Communications, Faculty of Mathematics.

**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

- University undergraduate degree preferred or equivalent combination of education and experience. Additional education or training in events management or public relations an asset.

Experience

- Minimum of 4 years of event management experience with demonstrated experience in managing and promoting large-scale and high-profile events.
- Demonstrated track record of event management as part of the marketing, communications and/or public relations team.
- Disciplined approach to planning and project execution with exceptional attention to accuracy and detail.
- Independent judgment in areas of time management, task prioritization and decision-making.
- Proven ability to multi-task, manage a large volume, conflicting priorities, and deadlines.
- Exceptional verbal and written communications skills.
- Project management experience with a demonstrated ability to manage concurrent projects under tight deadlines.
- Proven leadership and volunteer management experience.
- Experience developing, monitoring, and managing budgets.
- Proven success in managing multiple and complex projects involving many stakeholders.
- Experience with technology platforms, specifically Zoom and other 3rd party event software.
- Scheduling and coordination expertise with a focus on virtual event logistics and experience deeply rooted in best practices.
- Reporting expertise for pre- and post-events including registration, attendance, general product metrics and event surveys.

Knowledge/Skills/Abilities

- Independent judgement in areas of time management, task prioritization and decision making.
- Goal oriented, self-motivated with demonstrated ability to take initiative to work independently and effectively as part of a team.
- Strong communication skills - oral and written.
- Attention to detail and accuracy is essential.
- Well-developed organizational, analytical, interpersonal, and customer service skills.
- Knowledge of Microsoft suite of products and UW's web content management system required; knowledge of Raiser's Edge and Advancement Tracker is an asset.

Nature and Scope

- **Contacts:** Internally: Dean of the Faculty of Mathematics, Director/Associate Director of Advancement, Marketing and Communications, Development and Alumni Affairs, Associate Deans, Chairs and Directors, staff and students, MUO, Registrar's office, Student Awards, Finance, UW Catering. Externally: Makes contact with contractors and suppliers to deal with, influence and motivate vendors, suppliers, alumni, donors, parents of Mathematics students.

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- **Level of Responsibility:** This position has defined specialized and routine tasks. This position receives specific tasks but is expected to perform duties with relative independence thereafter.
 - **Decision-Making Authority:** This position can make independent decisions. Makes regularly information-based decisions using sound judgement.
 - **Physical and Sensory Demands:** Typical of an administration position in an office environment; peak times can include many simultaneous demands. Some physical lifting of supplies and set up.
 - **Working Environment:** Working Hours: In addition to regular working hours, this position requires frequent and planned evening and weekend work. Travel: occasional to support events.