

## Job Description

---

<b>Job Title:</b>	Events and Engagement Coordinator
<b>Department:</b>	Office of the Associate Vice-President, Human Rights, Equity and Inclusion
<b>Reports To:</b>	Communications and Engagement Specialist
<b>Jobs Reporting:</b>	Co-op Students
<b>Salary Grade:</b>	USG 7
<b>Effective Date:</b>	October 2019

---

### **Primary Purpose**

Reporting to the Communications and Engagement Specialist, this position is responsible for the planning, coordination, implementation and evaluation of all annual and special events that support The Office of Human Rights, Equity and Inclusion (HREI) and its internal units. The incumbent is the first point of contact for all HREI event inquiries, works closely with HREI senior administration and other stakeholders, and performs their duties with a high level of organization, transparency and communication.

### **Key Accountabilities**

#### **Developing and Coordinating HREI Events and Engagement**

- Takes a leadership role in strategically planning, coordinating and evaluating all HREI annual and special events, along with outreach initiatives including: HeForShe meetings, events and initiatives; Consent Week; December 6 Memorial, among others.
- Coordinates and maintains extensive documentation (for example, event scenarios or work plans) for engagement initiatives, including all pre- and post-event administration.
- Attends events to monitor arrangements and ensure smooth functioning of all activities. As the first point of contact at events, troubleshoots and resolves event issues that arise.
- Coordinates and takes the lead on preparing items in advance of events including (but not limited to): name tags, list of attendees, agendas, and accommodation requirements.
- Maintains an inventory of materials and supplies appropriate to HREI events.
- Creates and maintains a current and active list of event volunteers.
- Develops, tracks and works within event budgets, liaising and communicating with relevant stakeholders to keep clear lines of communication open.
- Assists in the strategic development of an events and outreach calendar, with input from HREI stakeholders. Updates and maintains calendar of events.
- Uses inclusive practices when planning, coordinating and executing events.

#### **Relationship Building and Event Planning**

- Builds, fosters and supports collaborative partnerships and relationships with internal (HREI) and external (on-and off-campus) stakeholders to better understand events and engagement needs.
- Collaborates across all HREI units and relevant external stakeholder groups to ensure clear communication of event plan.
- Liaise with event stakeholders to determine event goals and requirements, planning and coordinating all necessary arrangements including (but not limited to): locations, room bookings, room set-up, staffing, volunteering, seating, food and beverage, equipment rental, and accommodation considerations.
- Develop and review measures to gauge the degree to which event goals were met and make recommendations to address any shortfalls.

## Job Description



<ul style="list-style-type: none"><li>• Maintain regular contact and communication with key event leads and stakeholders and provide capacity where appropriate.</li></ul>
<b>Evaluating and Reporting on HREI Events and Engagement</b> <ul style="list-style-type: none"><li>• Creates, distributes and reviews/analyzes event evaluations.</li><li>• Compiles evaluations and feedback from attendees and stakeholders to provide recommendations for future event and engagement.</li><li>• Creates and distributes a timely, detailed follow-up report on all events.</li><li>• Compiles HREI event data and creates reports and statistics.</li></ul>
<b>Communications and Engagement of Events</b> <ul style="list-style-type: none"><li>• Assists in the strategic development of communications plans and material for each event, including the development of:<ol style="list-style-type: none"><li>1. pre-event material including: promotional materials, posters, and social media strategies and outreach, etc.;</li><li>2. event material including: agendas, presentation slides or notes, and programs, etc.;</li><li>3. post-event material including: thank you notes, evaluation forms or surveys, organize and facilitate event post-mortem, and arrange and distribute speaker or special attendee gifts or offerings, etc.</li></ol></li><li>• Create and maintain event- and outreach-related content on HREI website, including event promotional pages, registration pages, etc.</li><li>• Assists in and supports development of strategic communications plans for all HREI activities and work.</li><li>• Ensures that newly created events support and advance strategic initiatives of HREI and its stakeholders.</li></ul>
<b>Other</b> <ul style="list-style-type: none"><li>• Assumes roles in special projects or committees, as assigned and required.</li><li>• Provides social media or communication support for key events as needed.</li><li>• Assists in the development of the HREI annual report.</li><li>• Engages in active learning by seeking opportunities for ongoing training and professional development eg. Event management webinars, certifications, conferences, etc.</li></ul>

*\*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**

<b>Education</b> <ul style="list-style-type: none"><li>• University degree or diploma in Event Management, Hospitality, or related field.</li><li>• Extensive knowledge on best practices and trends in event management.</li><li>• Experience with or commitment to acquire best practices for inclusive event planning.</li></ul>
<b>Experience</b> <ul style="list-style-type: none"><li>• 3 years of event planning, coordination and management, with a proven track record of organization, evaluation, and success.</li><li>• A high degree of interpersonal acumen, with demonstrated relationship-building capacities.</li><li>• Proven problem solving ability is required to provide oversight in balancing multiple priorities and deadlines.</li><li>• Demonstrated customer- and stakeholder-friendly approach to problem solving is required.</li></ul>

## Job Description



- Social media management experience is required.
- Strong and demonstrated project management experience required.
- Demonstrated experience working within higher education preferred.
- Experience with Microsoft programs, event management software (eg Ticketfi), and the WCMS functions are essential.

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

- A high level of professionalism, a positive attitude, and the ability to meaningfully engage with a variety of people on- and off-campus.
- A high degree of creative problem solving and capacity to multi-task under pressure.
- Ability to take initiative, show resourcefulness and be attuned to the needs of various groups/individuals.
- Ability to integrate details into the bigger picture, working to support and advance department needs and goals.
- Capacity to maintain outstanding attention to detail and exceptional organizational skills while coordinating multiple priorities and a high volume of deadline-oriented work.

### **Nature and Scope**

- **Contacts:** This position has contact with current students, faculty and staff, and will have significant contact with key stakeholders in the equity sector, alumni, speakers and event participants from both on- and off-campus
- **Level of Responsibility:** This position works independently, but must also function with a team and work collaboratively. The incumbent must act with discretion and professionalism. This position performs no direct supervision of staff, but is responsible for guiding and directing student volunteers as needed. The role has a mix of defined, specialized and routine tasks and unusual or one-time requests, which requires outstanding customer service, exceptional attention to detail, sound judgement, a strong work ethic and the ability to work under challenging time constraints.
- **Decision-Making Authority:** The position is expected to resolve event specific issues, subject to budgetary constraints, be fiscally responsible in planning and implementing events.
- **Physical and Sensory Demands:** Demands are typical of event planning and coordination within an office environment. Minimal exposure to disagreeable conditions such as standing for long periods at events or delivery and/or set-up of tables, chairs and event related accessories.
- **Working Environment:** Located in a comfortable indoor office area. Location will change depending on location of events. Occasional travel may be required for off-campus events. Regular working hours with some evening/weekend work required.