

## Job Description

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<b>Job Title:</b>	Campus Liaison
<b>Department:</b>	WatPD
<b>Reports To:</b>	Associate Director
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 8
<b>Effective Date:</b>	May 2020

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### **Primary Purpose**

The Campus Liaison is responsible for the strategic planning and successful execution of high-quality, collaborative and proven student engagement strategies. Accountable to the Associate Director and in collaboration with colleagues in WIL Programs, the Campus Liaison plays a major role in developing ongoing, collaborative relationships with campus partners and students to evolve WIL Programs and develop a common understanding of WIL Programs purpose, programs, and processes.

### **Key Accountabilities**

#### **Develop and implement strategic plan for student engagement**

- Under the direction of the Associate Director and in collaboration with colleagues in WIL Programs, develop strategic and collaborative student engagement plans and initiatives
- Ensure all initiatives and tactics align with brand guidelines
- Maintain a strong understanding of current trends and best practices for communicating and engaging with student audiences
- Co-ordinate and liaise with external vendors, media, and other university departments to implement student engagement initiatives
- Support communication partners within faculties and the rest of the CEE portfolio to improve communication with students about WIL Programs
- Contribute to the development of a CEE shared vision for student engagement
- Oversee the creation of print and digital communication materials to highlight the value of the academic WIL programs for student success
- Develop content for and manage department social media accounts
- Manage WIL Programs websites

#### **Build relationships with students and other stakeholders**

- Build productive relationships with student societies and other student groups on campus; ensure ongoing engagement with Co-op Student Council and Student Societies to solicit feedback from students
- Ensure student societies or other student groups are engaged during course development and refinement projects
- Build productive relationships with peers in faculties and academic support units
- Develop a common understanding across campus regarding the purpose, programs, processes, and benefits of the department's programs
- Liaise with faculties, other academic support units, and student societies to plan and/or participate in current and prospective student facing events
- Develop and deliver engaging presentations about the academic WIL programs to student audiences, e.g. first year engineering students

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- Prepares high-quality reports on student participation in department programs for on-campus stakeholders

### **Evolve approach to student engagement through course development and operations**

- Develop and refine department best practices for all course and certificate communication with students
- Ensure course and certificate communications align with best practices for engaging with students
- Translate student feedback from face-to-face interactions into action plans to improve communication, courses, programs, and department processes
- Partner with other WIL Programs staff members to improve and/or create written materials for use within programs operations
- Support course improvement projects and content/assessment development

## Required Qualifications

### **Education**

- Bachelor's degree required

### **Experience**

- 3+ years of experience working with diverse student groups in an academic setting
- 3+ years of experience in a communications role distilling student feedback into outreach/engagement strategic plans
- Event and/or project management experience

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

- Demonstrated understanding of online pedagogy and how it relates to professional development in an undergraduate experience
- Demonstrated ability to foster and strengthen relationships with students and other units on campus
- Excellent communication (oral and written), interpersonal, report-writing, organizational, research, and analytical skills
- Proven ability to manage a large volume of work, conflicting priorities, and deadlines; excellent time management skills
- Excellent diplomacy, tact, good judgment skills when interacting with students, staff, and faculty
- Demonstrated ability to work independently and as a team member, in a fast-paced environment

## Nature and Scope

- **Contacts:** Internally, contact with colleagues in WatPD and across campus, some senior management, faculty and instructors, and students. Externally, some interaction with partners, vendors, and the general public (e.g. at events)
- **Level of Responsibility:** Provides direction and leadership related to identifying and planning student outreach initiatives; works within a team to execute plans. Self-initiated, detail-oriented strategic thinking is required
- **Decision-Making Authority:** Works independently to develop outreach strategic plan; in consultation with the Associate Director, Program Improvement makes decisions about how to respond to student concerns
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; extensive periods of sitting and concentrated use of visual senses
- **Working Environment:** Office based (cubicle environment)