Job Description

Job Title:	Community Relations and Events Coordinator
Department:	Marketing and Strategic Initiatives
Reports To:	Associate Director, Community Relations & Events
Jobs Reporting:	None
Salary Grade:	USG 7
Effective Date:	November 2022

Primary Purpose

Reporting to the Associate Director, Community Relations and Events the incumbent will provide a high level of administrative and event support within Community Relations and Events (CRE). The Community Relations and Events Coordinator will play a key role in the coordination of high-profile events and will help to lead our annual recognition events. The Coordinator will be responsible for the creation and deployment of event communications, including websites. The Coordinator is required to maintain efficient office procedures and logistics, and provide general administrative support to the team; and contribute to collecting, organizing, and analyzing relevant reports and documentation.

The Community Relations and Events Coordinator works collaboratively and closely with University Relations staff, staff in faculties and departments, staff in UW senior administrative offices and external stakeholders and contractors to plan and execute successful University events and programs. Some interaction with convocation volunteers is involved. The Coordinator is a point of contact for external inquiries, including managing the convocation inbox.

Key Accountabilities

Event and Convocation Support

- Supports the execution of the University's high-profile marquee events including convocation, Waterloo Innovation Summit, public lectures, President's events, and recognition events.
- Provides event coordination and logistics support. This includes catering, room bookings, AV support, printing of briefing materials, and managing invitations and registration for events.
- Leads travel and accommodation arrangements for VIP guests, such as honorary degree recipients.
- Sources and manages services to support event activities. This includes equipment and tools for event staging (e.g., signage, flags, etc.). Campus partners include, but not limited to, the Registrar's office, Plant Operations, parking, UW Police, and external vendors.
- Provide exceptional convocation support which includes:
    - Manage the convocation website, providing well written and accurate communication in a timely manner
    - Building and managing our ticketing system by ceremony ensuring accuracy of numbers and placement.
    - Providing administrative support to recruit volunteers through a volunteer communication tool. Support the training of volunteers and provide leadership onsite as required.
    - Manage a complex database that houses all event and participant information. This database is the template for creating the program, invitations, communications, participation listings, etc.

- Manage the main tracking document of attendance for our convocation procession, faculty procession, award winners, and luncheon guests.
- Assist with developing objectives, issuing and/or tracking event invitations and drafting event programs.
- Support the production of convocation materials including the compilation and editing of the convocation program and invitations.
- Solicit and compiling feedback for post-event "wrap-up" sessions and sharing with Events Specialist for continued improvement of convocation.
- Assist with maintaining and editing convocation procedures. These procedures ensure protocol is followed, applied to all written materials and is well documented.
- Act as a point of contact for convocation requests and inquiries from internal and external contacts, which are time sensitive and require tact and diplomacy.
- Support VIP participation, which may include the convocation robing rooms, administrative support to awards winners and honorands and managing the inventory of academic regalia.
- Supports the Government Relations team by executing protocol for government visits, funding announcements, ceremonies and campus visits.

Event coordination and administrative support

- Supports event communications from concept to completion including drafting, creating, and deploying event communications, invitations, registration pages. Ensures consistency, accuracy and excellence in quality and content of messaging in all materials.
- Tracks, organizes, and prepares invitation lists and registration reports in a timely manner to all relevant parties.
- Provides exceptional customer service while coordinating, screening and handling all event and non -event inquiries in person, by telephone or electronic communication.
- Supports all UWaterloo community relations and events activities. This may include completing parking arrangements, catering, mailings, and invitations, as well as preparing accurate meeting minutes for meetings.
- Manages effective relationships to ensure prompt, expectation-exceeding service and accurate information, balancing deadlines and responsibilities while graciously accommodating interruptions to deal with a wide range of questions as they arise.
- Supports all convocation efforts through back-end management of a ticketing system, arranging accurate numbers and floor plans by ceremony. Prepares all volunteer documentation and is available on-site as a leader to these volunteers.
- Coordinate technical components of virtual, or hybrid events ensuring technical equipment is secured and/or tested.
- Identify and recommend emerging collaborative applications, tools, software and best practices such as Airtable, Smartsheet, Adobe Connect, Cisco WebEx, etc., to enhance administrative support within Community Relations and Events.
- Alerts CRE staff or other departmental staff to any issues within appropriate timeframes and displays judgement as required to ensure the appropriate staff are aware of emerging matters, urgent or sensitive items that may impact the University
- Maintains key administrative support to internally focused events which include town hall meetings, receptions, staff recognition events, and when required, campus and community consultations tied to strategic planning.
- Prepares detailed schedules, identifying critical dates and deadlines.
- Acts as point of contact with internal stakeholders at all levels within UW, as well as with various external stakeholders to provide knowledgeable and timely communication.

- Supports administrative and technical systems and processes, updating, refining and streamlining as necessary.
- Suggests options and resources to make event planning and implementation processes more effective.
- Manages the organization and maintenance of the events supply rooms.

Financial Management

- Purchase products or services ensuring compliance with UW financial policies and procedures.
- Using the corporate purchasing card (P-card) purchase required products ensuring all invoices, tracking of purchases and monthly statement reconciliation is completed following established University and/or University Relations guidelines, procedures and processing requirements. The cardholder ensures correct department, account and tax codes are applied to P-card invoices/receipts.

Communications

- Ensures the University of Waterloo brand is appropriate in all communications and events, reflecting the reputation of the University.
- Builds collegiality among other event planners on campus by providing access to information, resources and consultation.
- Responds to inquiries from internal and external stakeholders, including complaints and issues management and escalating as required.

Website

- Manage all updates to the convocation website before, after and during convocation peak times.
- Coordinate and/or complete ongoing updates and improvements for the Community Relations and Events website.
- Ensure the content is relevant, current and meets the objectives of the website while ensuring UW web design standards and guidelines are adhered to.
- Ensure events and profiles are up-to-date by uploading photographs and writing descriptions as required.

**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 degree in event management, public relations and communications, or equivalent post-secondary education or equivalent education and/or work experience.

Experience

- At least 3 years in an administrative and event coordination/assistant role dealing with front-line services, event planning and production, partnership building and community engagement.
- Previous experience as an event coordinator who can envision and articulate the goals and objectives of the project, work with cross-functional teams who contribute to the project, and collaborate with multiple project participants to ensure a successful outcome.
- Experience and a proven aptitude for success in problem solving required.
- Experience with the specialized requirements associated with updating web content and familiarity with a content management system as an asset. Experience with updating digital displays an asset.
- Experience with project management software an asset, such as Airtable.

- Experience with event management software such as TicketFi, SurveyMonkey and Audience View is an asset.

Knowledge/Skills/Abilities

- Excellent written and verbal communication skills and experience in drafting, editing and proofreading under very tight deadlines is required. Prior experience with using MailChimp and WCMS3 is an asset.
- Understanding of our audience and stakeholder needs, to ensure a quality event experience with strong audience engagement
- The individual must be strategic, analytical and insightful, able to assess and interpret the various factors affecting the successful planning and execution of events on campus and within the community and be experienced in assisting with event management approaches to address these.
- Must have a superior understanding of community relations best practices and event coordination.
- Should be able to lead volunteers effectively by providing clear and concise training and direction.
- Ability to exercise proactive project coordination, communicate effectively to project participants who need to understand progress, and identify risks/mitigating strategies before problems occur.
- Must have superb planning and organizational skills, be able to work simultaneously on multiple initiatives with demanding deadlines and manage time/resources accordingly.
- Proven ability to manage high volumes of activity, multiple tasks and constant change while demonstrating the ability to maintain confidentiality, ensuring sensitivity to the needs and interests of a variety of stakeholders and support the functioning of diverse teams.
- Proven ability for ensuring delivery of quality events in a high-performance environment, with multiple projects, stakeholders and competing deadlines.
- Demonstrated strong interpersonal skills.
- Ability to liaise with senior leaders and VIP guests and stakeholders.
- Exceptional attention to detail is essential.
- Proficient use of Microsoft Word, Excel, PowerPoint required.
- A high level of independence is required requiring excellent judgment in areas of time management, task prioritization and decision-making.
- Demonstrated ability to thrive in, and contribute to, an integrated and collaborative team environment and to apply a calm, positive team approach to working with colleagues.
- Collaborative team player who is comfortable providing and taking constructive input from multiple sources.
- Knowledge of communications planning, creative brief development, event marketing and advertising, media relations, and social media are an asset to this role.
- Knowledge of or experience working with video editing software such as Adobe Creative Suite is beneficial.

Nature and Scope

- **Contacts:**
  Effectively manages relationships ensuring prompt, expectation-exceeding service while providing accurate information, balancing deadlines and responsibilities while graciously accommodating interruptions to deal with a wide range of questions as well as complex public relations as they arise.

  Represents the University in a credible, personable, professional manner that reinforces UW's reputation.

Internally, communicates with employees and UW departments and has the ability to influence and motivate others who may have different perspectives and concerns.

The incumbent will be required to work closely and collaboratively within University Relations and across campus to ensure consistency in institutional messaging and management of University image and reputation through community relations initiatives and events.

- **Level of Responsibility:**
  The incumbent must be able to succeed in high-profile, high-pressure situations with significant public and campus scrutiny and potential for impact on the reputation of the University. Events led by the department involve a high degree of risk and reputation building. In addition to acting as a role model to others in the performance of duties, they must have a thorough and in-depth understanding of the work they perform and the impact it has on others in the larger context of the University and the community. Further the individual must be able to produce excellent communication to create, manage and maintain the main website visited by all students, staff and guests for convocation.

- **Decision-Making Authority:**
  There can be a high degree of risk management inherent in this role. Complex, large-scale events, important announcements, and VIP visits must be handled with significant attention to the experience as a whole, including constant shifts and changes that can throw whole plans off balance. All aspects of events must be managed extremely well, as the risk to the University's reputation can be significant. Hence, the incumbent must be able to stay on top of many moving parts, respond calmly and professionally at all times, and follow good crisis management protocols when things inevitably go wrong or change.

- **Physical and Sensory Demands**:
  The event coordination of the role may require a significant physical effort with lifting and transportation of event toolkits, portable banners and other event-related tools to various locations on campus and within the community. The role may also require the set-up and takedown of event materials at locations, which could include moving and rearrangement of chairs and tables and other equipment for the event. Standing for extended times may be expected.

- **Working Environment:**
  Significant events require work during evenings, weekends and holidays. Flexibility in working hours is required as the role often requires long hours or non-traditional hours in order to set-up and takedown an event.