

Job Title:	Manager, Strategic Stakeholder Engagement
Department:	CEE Business Services, Co-operative and Experiential Education (CEE)
Reports To:	Associate Director, Communications, Engagement & Digital Experience
Jobs Reporting:	Engagement Specialist, Engagement Co-ordinator, co-op students as required
Salary Grade:	USG 11
Effective Date:	June 2022

Primary Purpose

The Strategic Stakeholder Engagement Manager is critical to the engagement activities of Co-operative and Experiential Education (CEE) with stakeholders around the world including employers, prospects, industry and work-integrated learning (WIL) associations and internal stakeholders. The incumbent's work upholds two CEE goals: demonstrate global leadership and future proof employers by leading a rich stakeholder experience through value-add interactions with students and CEE. This role has three key accountabilities to develop an stakeholder engagement and recognition plan to build and deepen relationships between CEE, stakeholder networks, WIL associations and industry relationships to build their brand and connect with students. This position plays a crucial role in the development of opportunities for CEE to demonstrate their global leadership in work-integrated learning and strengthen connections in the WIL community.

This role will work with leadership of the entire CEE portfolio, including CEE Business Services, WIL Programs, the Work-Learn Institute, Centre for Career Action and Co-operative Education and the Director, Strategic Initiatives and Brand to create opportunities for cross-unit collaboration. The role will also effectively collaborate with cross-functional team members and key university partners to connect stakeholders with students and promote stakeholder brand awareness while helping students obtain information about potential employers and industries.

Key Accountabilities

Develop and direct the implementation of a CEE stakeholder engagement framework including recognition activities to leverage and maintain our current employer relationships

- Build relationships and work closely with the entire CEE portfolio while engaging staff from across CEE and the University to create an overall strategic plan and programming for a sustained approach to stakeholder engagement and recognition
- Lead the planning, implementation and assessment of a sustainable stakeholder engagement and recognition plan (Plan will include CEE Impact Awards, Regional recognition programs, industry recognition campaigns)
- Lead major events working with leadership, employers and external vendors
- Develop success criteria and establish monitoring and measurement processes and practices to assess the value of activities to stakeholders and future opportunities
- Seek opportunities to develop partnership opportunities across campus (e.g. Advancement, Alumni, Research)

- Work with the Director, Strategic Initiatives and Brand to further CEE's strategic plan surrounding stakeholder engagement, brand recognition and global leadership
- Lead the collaborative development of an accessible, centralized menu and/or calendar of all existing stakeholder engagement opportunities
- Develop innovative approaches and opportunities as necessary to encourage the participation of non-traditional stakeholder engagement partners such as small to mid-size organizations, startups, community and industry organizations and organizations targeting focus programs
- Report on the status of engagement opportunities to all stakeholders and leadership
- Develop a strategic plan and mechanism for collecting, measuring and assessing stakeholder engagement activities to encourage continuous improvement and promote best practices

Build and deepen CEE relationships and connections with employer networks, industry and work-integrated learning associations and alumni.

- Build strategic relationships with industry and work-integrated learning associations and employer networks as key partners in co-operative and experiential education
- Strategize how to better understand the entire stakeholder base of CEE through projects such as employer segmentation, involvement in work-integrated learning associations and events.
- Collaborate with university stakeholders to identify strategic employer partners to support faculty and student initiatives to integrate industry, workplace and academic learning
- Advise and assist CEE units and other university units, such as Alumni Relations, faculties, GSPA and the Office of Research, to identify employers for industry and labour market information sharing
- Lead the development of a process to track interested employers for faculty and student-led engagement initiatives
- Evaluate faculty, student and staff requests to identify stakeholders for academic purposes such as capstone project sponsors, guest speakers and industry experts and guide the engagement team as they process the requests
- Lead the team in their facilitation of successful faculty or student-led employer engagement initiatives to ensure a smooth employer experience

Lead the successful implementation of employer initiatives within CEE related to engagement with students and brand building

- Develop strategies to support employers in building their brand awareness through CEE-based activities
- Collaborate with employers to determine employer needs and objectives and connect with appropriate area on campus.
- Leverage CEE and campus connections to identify engagement opportunities (curricular or co-curricular) that support student success while simultaneously providing a superior employer experience
Develop communication plans to maximize student awareness of employer engagement events
- Leverage cross-campus relationships to influence and streamline employer event offerings
- Coach and support cross functional staff and colleagues engaged with the planning and logistics for employer engagement events

Direct, motivate, mentor and manage a high-performing, resilient team and ensure delivery of results in support of the University's Basic Principles; and CEE's vision, mission and guiding principles

- Support cross-functional team to be successful in their roles
- Support team-building within the Communications, Engagement and Digital Experience team and within CEE
- Recruit, hire, train and supervise staff
- Establish high levels of communication and collaboration within CEE, the University overall and all of the stakeholders.

**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"> ▪ University degree in marketing, sales or related discipline or equivalent experience required. Master's or equivalent in a related field (e.g., business) preferred
<p>Experience</p> <ul style="list-style-type: none"> ▪ 7-10 years in an intermediate marketing, account management or business development role ▪ Knowledge of Co-operative and Experiential Education or a similar highly matrixed organization required. Employer engagement experience with a large university is an asset. ▪ Deep knowledge of work integrated learning to strengthen students' skills for employability ▪ Demonstrated client service, consultative sales, business/relationship development success ▪ Proven success engaging and influencing diverse stakeholder groups ▪ Experience setting goals, developing plans and tracking performance
<p>Knowledge/Skills/Abilities</p> <ul style="list-style-type: none"> ▪ Exceptional relationship building, interpersonal, collaborative and client service skills ▪ Strong leadership and strategy-building skills ▪ Strong critical thinking, judgement and decision-making skills ▪ Effective project management and time management skills, ability to multitask, confidence in decision making under pressure ▪ Effective presentation, facilitation, event planning and written communication skills. ▪ Demonstrated ability to educate employers about work integrated learning and balancing corporate brand building with student interests ▪ Demonstrated ability to analyze evaluation data, identify key insights and action recommendations ▪ Demonstrated ability to work individually and collaboratively as part of a dynamic team ▪ Proven ability to take initiative and be both creative and flexible ▪ Willing and available to work some evenings and weekends as needed ▪ Positive energy and attitude ▪ Excellent working knowledge of MS Office and knowledge of virtual/hybrid event platforms

Nature and Scope

- **Contacts:** The Manager, Strategic Stakeholder Engagement works closely and directly with the Associate Provost of Co-operative and Experiential Education, Directors across the Unit, the Senior Director of Community Relations, and will interface with senior leadership and senior employees across the University such as Alumni Relations, Advancement, faculties, Office of Research, GSPA, CTE and IAP to ensure strategic alignment and seamless facilitation of employer and CEE stakeholder engagement initiatives on campus. The position will also work with employers and manage a broad range of external relationships with vendors, service providers and conference organizers, etc.
- **Level of Responsibility:** The position is responsible and accountable for the quality and accuracy of campaigns and events that can have a significant impact on the reputation of CEE and the University. The individual demonstrates a deep understanding of the political, cultural and social contexts in which CEE, UR and the University operate and those affecting the campus community. The incumbent manages 2-4 direct reports. The Manager, Strategic Stakeholder Engagement is an active participant in the CEE Management team and plays a key role in CEE strategic planning. The Manager, Strategic Stakeholder Engagement is responsible for a portion of the Communications, Engagement and Digital Experience budget and tracks each expense in detail. The incumbent coaches and mentors

junior staff and leads the Engagement team in team-building and in team development such as facilitating and delivering professional development opportunities in communications. Staff training is a key component of this role to enable the delivery of a consistent and high-quality experience for all prospective and current employers.

- **Decision-Making Authority:** The Manager, Strategic Stakeholder Engagement makes decisions related to the development and implementation of the CEE strategic stakeholder engagement plan. The incumbent is accountable for implementing the plans in alignment with CEE business goals and priorities as well as the University's strategic priorities. The Manager makes decisions to secure vendor contracts for campaign and event materials and related items such as audio-visual services, equipment, hotels and catering. The manager also manages the production of various activities and the related budget. The Manager, Strategic Stakeholder Engagement is expected to work with minimum daily supervision and is empowered to make critical decisions such as staffing and budget for the Engagement team.
- **Physical and Sensory Demands:** The incumbent will work in a fast-paced environment with a number of daily interruptions such as email. This role requires exertion of physical or sensory effort resulting in moderate fatigue, strain or risk of injury. Lifting and transportation of communications materials and/or event components, etc are a requirement of this role.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. This role involves moderate psychological risk resulting from exposure to occasional disagreeable or uncomfortable environmental conditions. The role may include exposure to emotionally disconcerting experiences and/or interactions with people who are upset or angry (i.e., occasional emotionally charged issues with employers or staff), and/or high volumes and multiple and/or tight deadlines beyond one's control. This role involves occasional unusual hours or schedules due to event-driven deadlines, lack of control over work pace due to externally-driven deadlines, occasional irregular and/or high volumes and multiple and/or tight deadlines beyond one's control due to project deadlines, and constant interruptions due to phone and email. There is a high degree of variability each day and often the work demands are not predictable and must be managed in a timely manner. Additionally, unplanned work requests and tight deadlines may be directed by senior leaders within CEE or within the University and must be delivered on time and on budget.