Job Description

Job Title:	Program Manager, Sustainability and Financial Management (SFM)
Department:	School of Accounting and Finance
Reports To:	Administrative Officer
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	October 2021

Primary Purpose

The Sustainability of Financial Management Program Manager is a VPA (Vice-President Academic) program offered jointly by the School of Accounting and Finance (SAF) and the School of Environment, Enterprise and Development (SEED). Outside of the Program Manager, there is no additional support staff dedicated to SFM, and as a result, a large number and range of responsibilities are delegated to this position to manage day-to-day operations, strategic planning, and to ensure that school and faculty level changes/decisions are examined to determine implications and next steps for SFM. As such, the Program Manager functions in an all-encompassing role.

Key Accountabilities

Oversees the effective management of the program

- Manage the cyclical undergraduate academic program review process
- Review statistics and conduct surveys
- Identify short and long-term strategic development opportunities
- Oversee the day-to-day responsibilities and operations of the program, including:
  - Keeping informed and being knowledgeable on changes and aspects of academic regulations, admissions, student life, branding/communications and visual identity, supporting grad success, recruitment trends/challenges
  - Interpreting/applying policies
  - Undergraduate curriculum development and support
  - Student engagement (current and prospective)
  - Facilitate the hiring, training, and management of co-op/work placement students
- Identify and contribute to program accreditation opportunities and renewals

Financial accountability

- Non-salary budget of $70K for various initiatives
- Budget development and planning
- Manage expenses

Advising and coaching

- Academic communication, counseling, and advisement for academic (course selection, understanding degree requirements, course equivalencies, co-op requirements, goal development and action plans, program additions/changes, study strategies), personal

(overcoming challenges, confidential counseling and referrals, individual and group coaching), and career advising
- Staying abreast of changes or planned changes that could impact SFM students, and seek opportunities for changes
- Termly academic and standings progression monitoring
- Course enrollment management
- Review and provide guidance on petitions for exception to academic regulations, recommendations to graduate, completion of degree requirements
- Statistical analysis and tracking of student performance, academic progress, co-op statistics, graduate data,
- Current student engagement, student success initiatives, volunteer recruitment/training/management
- Monitor SFM Mentorship program,
- Living-Learning Community engagement - Participate in LLC events, train Peer Leaders, and to help promote SAF LLC

Marketing, recruitment, and admissions

- Respond to inquiries and requests from prospective students and influencers
- Event management and organization – Including volunteer management, presentations, logistics, and connecting with visitors
- Train Waterloo Ambassadors, Liaison, and faculty/staff to promote SFM
- Work with SAF and SFM Admissions Committee to determine admissions decisions and enrollment targets
- Develop confirmation strategies to convert offers to acceptances
- Work with SAF and SEED to administer entrance scholarships
- Review/conduct market research to enhance recruitment strategies
- Represent SFM in university-wide and faculty-wide committees and advisory groups

Communications and publications

- Conducts competition analysis to better inform SFM communications
- Manage publication production from inception to completion, considering key messages for various stages of the enrolment management funnel (prospect, applicant, current student, grad, alumni)
- Prepare publication pieces
- SFM website planning, creation, design and updates, maintenance
- Review Waterloo's print (Viewbook, other print publications, letters) and web publications (website for applicants and admits, email blasts) to ensure effective and accurate representation of SFM
- Review external websites to ensure proper information published for SFM (i.e. e-Info)
- Develop training materials for volunteers, liaison travelers, and faculty/staff members
- Research/analysis to inform strategies, key messaging, and positioning
- Promote SFM nationally and internationally through various initiatives
- Monitor social media presence
- Organize and run community generating events through the year

Co-op and Business Development

- Works with the SAF Associate Director, ELCD to engage with employers and industry
- Work with CECA to ensure success of SFM students during co-op process
- Discuss opportunities with students, co-op pathways, careers, and host activities to complement general activities by CECA and WatPD

Alumni engagement and development

- Connect with graduating students to develop future relationship as alumni
- Foster ongoing relationship with alumni to support current students (through Alumni mentorship)
- Collect, maintain, and share alumni statistics with Waterloo stakeholders
- Plan alumni events in conjunction with other faculties/schools
- Support development teams in soliciting scholarships and work with Student Awards and Financial Aid in administering upper-year awards

**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

- Undergraduate Degree

Experience

- Minimum 4 years' experience in an academic environment demonstrating solid knowledge of UW policies and procedures as they apply to recruitment, admissions and undergraduate studies
- Working knowledge of university structure and policies/procedures, advising/counselling, co-op, academic/career advising, marketing and communications, recruitment, event planning, business development, working with employers, and alumni engagement and development.
- Experience with Quest and data management system

Knowledge/Skills/Abilities

- Excellent communication (oral and written), interpersonal and organizational skills required
- Knowledge of the UW policies and procedures related to the recruitment, admissions and undergraduate programs
- Ability to take initiative, to work independently as a team member in a busy and varied environment
- Incumbent should have strong skills in time management (managing multiple competing priorities between responsibilities), analytical skills to perform data analysis and review, and supervisory skills to manage co-ops, mentors, and volunteers.
- Proven aptitude for detail and accuracy and ability to manage multiple demands
- Demonstrated ability to adapt to a changing environment and interact effectively with students, staff, and faculty.
- Intermediate experience with Microsoft Word, Excel, Outlook, Quest, Learn, Teams and Webex

Nature and Scope

- **Contacts:** Internal: School Directors, staff and faculty, Arts/CS Undergraduate Office, Registrar's Office, Waterloo International, Dean of Arts/Math Office, Office of Development and Alumni Affairs, Co-op, Centre for Teaching Excellence. Finance. HR/Payroll. External: CPAO
- **Level of Responsibility:** Unique multi-faceted role that engages a lot of support units on campus. Must have strong understanding of academic rules/regulations and strong understanding of integrated marketing and communication strategies to support day-to-day decision-making. Supervision of Program & Recruitment Associate (Co-op) - Temporary employee
- **Decision-Making Authority:** Under the guidance of the CFM Co-Directors, the Program Manager makes day-to-day and strategic decisions about: academic program management, financial decisions, advising and coaching, engagement and student life initiatives, marketing, recruitment, and admissions, communications and publications, co-op and business development, and alumni engagement and development
- **Physical and Sensory Demands**: Moderate psychological risk through disagreeable or uncomfortable conversations (through student advising). Tight deadlines (i.e. advising peak periods and deadlines, admissions, marketing/communications deadlines)
- **Working Environment:** Some additional hours requirement (evenings, weekends)