

Job Description

Job Title:	Outreach Events Specialist
Department:	Centre for Education in Mathematics and Computing (CEMC)
Reports To:	Operations Manager
Jobs Reporting:	None
Salary Grade:	USG 6
Effective Date:	August 2022

Primary Purpose

The Centre for Education in Mathematics & Computing (CEMC) is Canada's largest and most recognized outreach organization for promoting and creating activities and materials in mathematics and computer science and is housed within the Faculty of Mathematics at the University of Waterloo. Our mission is to increase interest, enjoyment, confidence, and ability in mathematics and computer science among learners and educators in Canada and internationally. We do that through a commitment to our core values: future readiness, access, community, and impact. As such, the CEMC is the first point of contact at Waterloo for a significant percentage of our future undergraduate and graduate students and their parents. Through outreach activities, the CEMC has perhaps the largest set of external points of contact amongst any unit on campus.

The Outreach Events Specialist reports to the Operations Manager, CEMC and is accountable for managing all facets of CEMC events, including event administration strategy, planning and implementation, logistics, inventory, budgeting and evaluation and provides a central point of contact for a myriad of internal and external stakeholders, to advance the CEMC's mission, image, profile and reputation as a world-class leader in Mathematics and Computing education to local, national and global audiences. These activities include contest creation and marking events, student workshops, teacher conferences, CEMC Visits Schools program and many other face-to-face and virtual outreach activities as well as serving as support and strategic back-up to the Contest Administration Specialist with the 12 Mathematics and 3 Computer Science contests. The Outreach Events Specialist collaborates with the design, production and distribution of CEMC marketing materials while maintaining brand cohesion, including various posters, flyers, brochures, swag, gifts and prizes.

Key Accountabilities

Outreach Events Management

- Accountable for planning, ongoing management, delivering, evaluating and reporting on CEMC in-person and virtual events, including but not limited to: student workshops, teacher conferences, student awards and recognition banquets, contest creation committee meetings and contest marking events
- Manages the logistics of all events, which include booking accommodations, travel, parking, catering, room bookings, A/V, printing events materials, dress events sites, set-up, take-down and transport all boxes, banners and events related materials
- Collaboratively creates engaging, authentic, informative and fun events with CEMC faculty coordinators, CEMC and Waterloo staff, faculty, co-ops, casual support and volunteers
- Recruits and manages employees and volunteers to support the delivery of events
- Proactively identifies best practices and process improvements in event coordination and management

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- Establishes measurement targets to monitor and assess the effectiveness of engagement initiatives, including but not limited to web analytics, event attendance, surveys, etc. and providing reports to senior leadership and faculty events leads
- Implements project management strategies to prepare detailed schedules, identifying critical milestones and deadlines to ensure that events are managed on time and within scope
- Maintains a database and filing system for vendors, suppliers, and venues with up-to-date details of annual Service Level Agreements (SLAs), contact information, etc.
- Adheres to all applicable health and safety procedures, instructions, and directives
- Supports the Operations Manager and Financial Coordinator in the development and monitoring of the CEMC annual budget as it relates to planned events and supporting activities
- Manages events within defined budgets (i.e. \$10,000 to \$50,000 per event)
- Acts as the subject matter expert on University policies and procedures as they relate to events, specifically Policy 31 and corresponding Hospitality expense guidelines, ensuring pre-approvals are granted for exceptions to the Policy
- Reviews all events webpage content on a regular basis to ensure up-to-date information is accurate and available for the CEMC global client base
- Collaborates with the Contest Administration Specialist to develop and execute an on-going training plan to provide support, and full-back-up, for events and CEMC Visits Schools management, including inventory management

In-Person and Virtual School Visits

- Manages the administration and logistics of the CEMC Visits Schools program. This involves liaising with contacts in schools to plan and organize the program logistics for local, domestic and international visits as well as the virtual visit program. This encompasses both responding to school requests and soliciting visits to targeted schools directly
- Supports colleagues in Undergraduate Admissions and Outreach group and faculty program leads with the execution of their strategic goals and objectives for both outreach and Waterloo recruitment and admissions
- Collaborates with CEMC leadership to assign visits, support travel, accommodations, and any other logistical and administrative needs that they may have
- Maintains visit records for end-of-year school visit reporting for funding
- Develops client survey instrument tools and reports on feedback to enhance program experience
- Ensures the technical components of virtual visits including technical equipment and software platforms are secured and/or tested
- Reviews CEMC Visits Schools webpage content on a regular basis to ensure up-to-date information is accurate and available for the CEMC global client base

Marketing and Communications

- In collaboration with the Integrated Communications Specialist, supports the development and implementation of an integrated communications plan for the promotion of events, using both print and electronic media and materials
- Acts as the first point of contact with internal and external stakeholders to provide knowledgeable and timely communication to ensure the delivery of successful events
- Maintains ongoing positive relationships with colleagues, partners, vendors and CEMC stakeholders to ensure consistent engagement with outreach activities and resources
- Ensures consistency, accuracy and excellence in quality and content of messaging
- Ensures that all unit initiatives and participation in events align with CEMC brand, guidelines, and standards
- Manages and monitors web-based communication for promotion, registration, waitlists, travel, general enquiries, post-event feedback, etc.

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<ul style="list-style-type: none">• Collaborates with the Information Systems team and faculty events leads on the development, management, and maintenance of the online events registration system
CEMC Contest Support and Back-Up <ul style="list-style-type: none">• Supports, and potentially backs up the administrative logistics and execution of 12 Mathematics and three Computer Science contests offered by the CEMC• Collaborates with the Contest Administration Specialist to develop and execute an on-going training plan to provide support for contest management, including inventory and production management
Inventory Management <ul style="list-style-type: none">• Manages annual events and CEMC Visits Schools materials, supplies and swag supply inventory, tracking materials usage• Creates or supports the design of swag materials, engaging vendors, determining items that align with CEMC brand and style guides, receiving product and submitting quotes and final invoices for approval• Using available year-over-year participant data and future engagement projections, pro-actively anticipates supply demands to ensure inventory is available to meet client needs, meets established order placement and shipping deadlines and accurately anticipates volume increases• Prepares to be highly flexible and adaptable to changes in inventory management and product availability under tight time constraints, being aware of the cost/benefit and implications adjustments have to other events leads, team members, suppliers and participants• Exercises fiscal responsibility related to procurement• Purchases required products on unit purchasing card (P-card) in accordance with relevant budget and project plans, reconciling monthly statements using established University and CEMC guidelines, procedures and processing requirements.

**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 <ul style="list-style-type: none">• University degree in event management, public relations or hospitality, or equivalent post-secondary education or equivalent education and/or work experience.
Experience <ul style="list-style-type: none">• 5+ years of deep experience and expertise in managing and promoting large scale and high-profile events, including production, partnership building and community engagement• Previous experience as event facilitator as well as an accomplished project manager who can envision and articulate the goals and objectives of the project, create clear project plans, manage 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 solving problems is required• Experience with project management and workflow software, such as Asana and/or Jira an asset• Experience with event management software an asset• Disciplined approach to planning and project execution with exceptional attention to accuracy and detail• Independent judgment in areas of time management, task prioritization and decision-making• Proven ability to multi-task, manage a large work volume, conflicting priorities, and deadlines

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- Exceptional verbal and written communications skills
- Proven leadership and volunteer management experience
- Experience developing, monitoring, and managing budgets
- Experience with technology platforms, specifically Teams, Zoom and other 3rd party event software
- Scheduling and coordination expertise with a focus on virtual event logistics and experience deeply rooted in best practices
- Reporting expertise for pre- and post-events including registration, attendance, general product metrics and event surveys

Knowledge/Skills/Abilities

- The incumbent must be strategic, analytical and insightful, able to assess and interpret the various factors affecting the successful planning and execution of events on campus, within the community and virtual and be experienced in developing event management approaches to address these
- Must have a superior understanding of event management and best practices
- Ability to exercise proactive project leadership, 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 delivering quality events in a high-performance environment, with multiple projects, stakeholders and competing deadlines
- Demonstrated strong interpersonal skills
- Exceptional attention to detail is essential
- Excellent written and verbal communication skills under very tight deadlines is 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
- Outstanding political acumen, negotiating skills, conflict management and the ability to influence others is essential
- 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 University policies and procedures considered an asset
- Valid Standard First Aid & CPR- C is an asset
- A valid driver's license is required
- Intermediate to advanced skills in MS Word and Excel
- Obtaining and maintaining a clear Vulnerable Sector police check is a condition of ongoing employment.

Nature and Scope

- **Contacts:** Internally communicates with colleagues in a wide range of departments at all levels to manage the execution and integration of activities in support of CEMC outreach goals and objectives (ie: catering, accommodations, Creative Services, Plant Operations, Central Stores, UAO, Dean of Mathematics Office, Procurement, etc.). Externally, this position will have significant

contacts with suppliers and community partners and will be involved in conferences and meetings to advance the strategic activities of the CEMC.

- **Level of Responsibility:** The incumbent must be able to succeed in high-pressure situations with potential for impact on the reputation of the CEMC and University at-large. Events led by the CEMC involve a degree of risk and reputation building with community members, global stakeholders, potential clients, current and future MMT, Mathematics/Teaching and Faculty of Mathematics Undergraduate students and their families. 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 CEMC strategic goals.
- **Decision-Making Authority:** There is a high degree of risk management inherent in this role. The incumbent is required to exercise superior judgement relying on expert knowledge and ability to manage strategic goals and enhance the CEMC's reputation while engaging clients, partners, community members, global stakeholders and potential Waterloo students through outreach events. Hence, the incumbent must be able to stay on top of many moving parts, respond calmly and professionally at all times, and exercise good crisis management protocols when things inevitably go wrong or change.
- **Physical and Sensory Demands:** This role has extensive periods of sitting and concentrated use of computers, coupled with significant physical effort with lifting and transportation of boxes, banners and other events-related tools to various locations. This role also requires 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 also be expected. Sensory demands are typical of a fast-paced, service-oriented environment balancing conflicting demands, accommodating interruptions to deadline with pressing issues as they arise while maintaining excellent customer service and attention to detail.
- **Working Environment:** Regular working hours; significant events require work during evenings and weekends. Flexibility in working hours or non-traditional hours in order to set-up and take-down an event – flex time option available as needed. Occasional travel may be required.