

Job Description

Job Title:	Manager, Events and Engagement
Department:	WatSPEED
Reports To:	Associate Director, Marketing and Digital Sales
Jobs Reporting:	None
Salary Grade:	USG 11
Effective Date:	December 2022

Primary Purpose

In partnership with the Associate Director, Marketing and Digital Sales, the Manager, Events and Engagement will develop and manage WatSPEED's stakeholder engagement strategy and will provide leadership and set best practices for engagement initiatives across the WatSPEED team. The role covers a broad set of responsibilities requiring expertise in events and strategic communication for the purposes of lead generation and business development. The incumbent is a strategic thinker and a storyteller, responsible for extending both WatSPEED's and the University's brand and reputation in learning-integrated work.

This role will help cultivate ongoing relationships with C-suite and senior-level executives, partners, industry, faculty, and potential clients. The Manager will organize and manage high-caliber events for both internal and external audiences to promote the public profile and reputation of WatSPEED, increase campus and community stakeholder engagement, and encourage positive industry and community relations. Events include executive roundtables and retreats, industry events, conferences, tradeshows, and community outreach (i.e., public lectures).

The Manager will also lead a cross-functional team of marketing and communication professionals to help establish and maintain a positive team culture and enhance performance through strategic activities like team meetings and other special events.

Key Accountabilities

Engagement and outreach strategy and communications

Working closely with the Associate Director, Marketing and Digital Sales and the Managing Director, Client Partnerships, the Manager will develop an annual events and engagement strategy. This strategy will focus on cultivating strong long-term relationships, considering how to best reach audiences that are integral to WatSPEED's growth. Leveraging both in-person and virtual events, as well as WatSPEED's communication channels, initiatives will range from big-picture, reputation-driving events to strategic participation at industry tradeshows.

The Manager will develop strategic event and communication plans with defined objectives, milestones, and targets and ensure their successful execution. This will include determining positioning and developing messaging to maximize industry engagement.

A key part of this role will center on collaboration and relationship building, working closely with the client partnerships and business development teams to identify and leverage opportunities. The

Job Description



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Engaging with WatSPEED's unique audiences will require crafting tailored messaging and creating all related communications. The Manager will drive event-based social media content development and sharing through smart, strategic, timely posts and responses. The Manager will develop and maintain an events and engagement calendar to proactively plan for and manage events and thought leadership content and increase collaboration among official University feeds.

Executive education programming

With the Senior Advisor, Executive Development and the Associate Director, Marketing and Digital Sales, the Manager will create and implement an integrated executive education events strategy that aligns with and supports WatSPEED's objectives. This role will be instrumental in planning and managing all coordination for high-end executive education engagement events, requiring a keen sense of high-profile audience expectations and the ability to balance a limited budget with a high-touch client experience. The Manager will build and maintain influencer relationships and manage external partnerships to help amplify WatSPEED's reach and reputation.

Events leadership (and logistics)

This role will lead cross-functional integrated teams to manage events designed for CEOs, C-suite professionals, and senior-level industry and government officials. In consultation with the business development team, the Manager will manage the end-to-end event process, from inception to post-event evaluations and follow-up.

As part of this process, the Manager will serve as the point person for vendors and partners, develop and prepare communications and presentation materials, and prepare and coach senior leadership for their participation at events.

As the primary events resource for WatSPEED, the Manager will need to stay current with, champion, and support the use of the latest industry best practices.

Team culture and internal events

The Manager will be responsible for strategy, planning, and coordination for internal WatSPEED team events, including Town Hall meetings, virtual team meetings, and team celebrations.

**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

- Completion of a Bachelor's degree in marketing, public relations, or communications-related field, or equivalent education and experience

Experience

- Demonstrated expertise in the development, planning, and implementation of business strategies and plans, including managing and monitoring associated budgets
- Proven expertise in relationship management/partnership building, using a collaborative, flexible approach
- Experience working with VIP audiences, including government and business leaders
- Seven years+ of event management experience with a proven track record of achievement and success in managing and promoting complex, high-profile, high-risk events
- Disciplined approach to planning and project execution with exceptional attention to accuracy and detail
- Experience leading an integrated team for the execution of high-impact events

Knowledge/Skills/Abilities

- Exceptional written, verbal, and interpersonal communication skills
- Expertise in strategic storytelling, marketing, and brand management
- Strong organizational and time management skills, with the ability to prioritize and lead multiple concurrent projects
- Ability to think and act strategically, creatively, and dynamically in a high-pressure work environment
- Must be composed, organized, and an accomplished problem-solver
- Excellent critical thinking and analytical skills, with demonstrated independent judgment and decision-making ability
- Customer service orientation: diplomacy, a service mindset, and a team approach to working with colleagues and partners
- Ability to manage confidential and sensitive materials and situations with the utmost discretion

Nature and Scope

- **Contacts:** Build effective communication channels and trust relationships with a variety of high-level individuals, including senior-level business leaders (including CEOs and executives), senior-level government leaders (including ministers and deputy ministers), and University academic and administrative units (including faculty members, chairs and deans, University Relations, Co-operative and Experiential Education, and others).
- **Level of Responsibility:** Overall responsibility for the events and engagement strategy for WatSPEED, including overseeing the successful execution of initiatives. Leading cross-functional teams to manage events.
- **Decision-Making Authority:** Operational decisions within marketing and digital sales unit; responsible and accountable for establishing the priorities for events and engagement strategic plan and associated budget management.
- **Physical and Sensory Demands:** Minimal, typical for administrative position in office environment
- **Working Environment:** Occasional travel; regular working hours with some evening/weekend work; minimal exposure to disagreeable physical conditions in the workplace.