

Job Description

Job Title:	Events and Strategic Marketing Manager
Department:	Environment Advancement
Reports To:	Director of Advancement, Faculty of Environment
Jobs Reporting:	Co-op Student(s)
Salary Grade:	USG 9
Effective Date:	March 2023

Primary Purpose

The Events and Strategic Marketing Manager is accountable for all facets of the Faculty of Environment's Advancement events, including event strategy, planning and coordination, marketing and communications, logistics, administration, budgeting, evaluation and reporting on return on investment (ROI). Advancement events including but are not limited to Campaign related events, students/alumni awards events, donor recognition functions, alumni events, regional travel events, TD Walter Bean, and student engagement events related to advancement, etc.

Key Accountabilities

1. Event marketing and communication including but not limited to:

- Developing annual plan for execution and communication of a roster of Environment Advancement events that support the strategic objectives of the Faculty of Environment
- Developing and implementing an integrated communications and marketing plan for the promotion of events using both print and electronic and digital media; manages and monitors web-based communication (promotion, registration, post-event feedback, etc.)
- Providing effective communication within the Faculty including with retirees to promote upcoming events and initiatives
- Working with the appropriate Faculty/UW Communication team to develop and implement marketing and promotional materials
- Drive marketing influenced pipeline and generated marketing qualified leads through engagement, and support of Advancement team
- Identifying and overseeing online registration systems for all events
- Partners with key stakeholders across campus and the Faculty to coordinate or prepare messaging, speeches, reports, presentations, and other material for the senior leadership involved with events
- Analyze, track and report on event ROI based on predetermined pipeline, revenue, and marketing qualified leads metrics using CRM, email marketing, project management, and similar systems
- Updating and maintaining data for various reports

2. Event programming including but not limited to:

- Work with the Environment Advancement team members to develop event strategy and objectives
- Executing a calendar of Advancement events including but not limited to Campaign related events, student/alumni awards events, donor recognition functions, alumni events, TD Walter Bean, and student engagement events related to advancement, and other special events that support lead generation, constituent advocacy, and the strategic direction of the Faculty through Advancement
- Developing, implementing, promoting, and evaluating current and new Faculty-wide strategic advancement events

Job Description



- Supporting Development and Alumni Affairs in developing and executing donor recognition and alumni, and strategic student (future alumni) engagement events
- Managing supplier relationships to ensure quality, budget and delivery objectives are met and meet UW protocol and policies
- Negotiate and execute contracts for large- and small-scale events in accordance with UW Policy and administrating significant event budgets (i.e. \$10,000 to \$50,000 per event)
- Responsible for ordering and tracking event inventory including collateral, giveaways, etc.

3. Human Resources administration, including but not limited to:

- Assigning and monitoring workload of assigned co-op student(s) as required
- Recruiting and managing volunteers to support the delivery of events

4. Other administrative functions, including but not limited to:

- Serving as resource to the Faculty with regards to strategic events
- Providing direction and advice to student groups within the Faculty of Environment regarding student-run events
- Maintaining a database of vendors, suppliers, and venues
- Other duties as assigned by the Director of Advancement, Faculty of Environment

**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 undergraduate degree preferred, or equivalent combination of education and experience. Additional education or training in events management or public relations an asset.

Experience

- Minimum 3+ years of related marketing and event management experience with demonstrated experience in managing and promoting large-scale and high-profile events, ideally in event marketing, or demand generation
- Demonstrated track record of marketing, communications and /or public relations experience; donor relations experience an asset
- Disciplined approach to planning and project execution with exceptional attention to accuracy, and detail
- Independent judgement in areas of time management, task prioritization and decision-making
- Proven ability to multi-task, manage a large volume of work, conflicting priorities, and deadlines
- Highly organized with an ability to manage resources, budgets, and onsite personnel
- Exceptional verbal and written communication skills with proven ability to influence
- Move easily between generating big, creative ideas, and driving ongoing process improvement
- Project management experience with a demonstrated ability to manage concurrent projects under tight deadlines
- Capacity to manage multiple projects simultaneously
- You are creative, innovative, and always think outside the box
- Track record of taking ownership and driving results

Knowledge/Skills/Abilities

- Metric driven and ability to draw insight from complex marketing data
- Proven leadership and volunteer management experience. Confident with dynamic personality
- Demonstrated ability to perform well in a highly dynamic, diverse, and rapidly changing environment
- Experience developing, monitoring, and managing budgets

Nature and Scope

- **Contacts:** Key stakeholders, Faculty, Communications
- **Level of Responsibility:** Manages coop student(s).
- **Decision-Making Authority:** Decision making authority on all matters related to Advancement events, including managing the assigned events budget, event strategy, execution, and reporting.
- **Physical and Sensory Demands:** Attention to details, strategic, interpersonal skills.
- **Working Environment:** Office space, evening, and weekend events.