

## Job Description

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<b>Job Title:</b>	Research + Technology Park Manager
<b>Department:</b>	VP, Admin & Finance, Research + Technology Park
<b>Reports To:</b>	Director, Real Estate and Research + Technology Park
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 10
<b>Effective Date:</b>	May 2024

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### **Primary Purpose**

The Research + Technology Park as a key priority for the growth of the University as a new, innovative Real Estate district. The Research + Technology Park Manager is integral in developing and managing stakeholder relationships through business retention and expansion, stakeholder management, tenant relations, and marketing and promotional activities. The role works in partnership with the Director to strategically attract new tenants, enhance tenant retention and expansion, and cultivate mutually beneficial relationships between developers, government, tenants, and the University of Waterloo.

### **Key Accountabilities**

#### **Stakeholder management**

- Works in partnership with the Director in attracting new development interest by highlighting the value of locating and developing in proximity to the University
- Work collaboratively with developers and tenant companies to identify opportunities for expansion and growth within the University's ecosystem.
- Cultivate strong professional relationships with tenants, developers, local government, and the community, serving as a trusted liaison between key park stakeholders and University administration.
- Work closely with internal stakeholders to understand University priorities and strategies and cultivate opportunities for tenant attraction and engagement that are strategically aligned

#### **Community Management**

- Build and maintain professional relationships with tenants to ensure their needs and concerns are addressed promptly and effectively.
- Foster a sense of community and belonging among tenants through regular communication and engagement initiatives.
- Develop and implement a comprehensive events calendar aimed at fostering connections between tenants and with the University, including community events, sports leagues, and charitable initiatives.
- Oversee the coordination and management of the Research +Technology Park Community Impact Fund held at the Waterloo Region Community Foundation.
- Independently handle tenant inquiries, concerns, and disputes, demonstrating sound judgment and discretion in decision-making.

#### **Marketing and Business Development**

- Lead the planning, coordination, and execution of social and community events, ensuring they align with the University's objectives and values.

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- Develop opportunities to engage prospective tenants, the University, and the broader community in events to highlight Research +Technology Park as a desirable location
- Conducting market research to identify emerging trends, competitive benchmarks, and potential growth opportunities to help foster business development within the real estate arena
- Develop and maintain an engaging digital media presence to promote community events, highlight tenant achievements, and showcase the University's amenities.
- Create compelling content across various digital media platforms to drive engagement and increase visibility within the community.

### **Strategic Planning**

- Work with the Director to develop a new strategic plan for Research +Technology Park future development
- Work with the Director to coordinate and engage with the Research + Technology Park Strategic Advisory Council
- Support the Director, the Real Estate Advisory Group, in collaboration with other stakeholders across the University in long term strategic planning for campus lands and the integration of Research + Technology Park into such strategies to support the goals laid out in the Guidance Statement for the Development of UW Lands
- Explore opportunities to support the University's goals in sustainability and decarbonization through Research + Technology Park development and business growth

### **Financial Management**

- Supports the Director, Real Estate and Research +Technology Park in managing and overseeing the Research and Technology Park Office operational budget and monitors allocations to make recommendations to work processes and/or resource allocation to meet defined budgets
- Supports the Director to ensure the day-to-day financial activities of the office are carried out according to best practices and comply with University policy and procedures
- Maintains internal control, monitors all accounts, and investigates over expenditures or irregularities
- Reconciles monthly accounts including P-card
- Providing regular financial reports to management for transparency and accountability
- Maintaining accurate records of rent payments, expenses, invoices, and other financial documents for audit purposes

*\*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**

- Bachelor's degree in Communications, Business, Planning, Economic Development, or related field.

### **Experience**

- Proven experience in community management, event planning, and tenant relations within a university or similar environment
- 5 - 7 years' experience in providing administrative, business process and financial assistance to a senior role of a similar institution or corporation
- Must have strong relationships established within the community or experience developing them

### **Knowledge/Skills/Abilities**

- Strong interpersonal skills with the ability to build and maintain professional relationships.
- Ability to rapidly build and manage to build the real estate portfolio
- Strong organizational and analytical skills in the gathering and manipulation of data
- Exceptional written and oral communication skills, with a keen attention to detail
- Highly organized with the ability to manage multiple tasks and priorities effectively
- Demonstrated ability to make independent decisions and exercise sound judgment
- Experience in digital media management and content creation is highly desirable
- An understanding of community relations best practices and event management
- Strong planning and organizational skills
- Basic photography and graphic design an asset

### **Nature and Scope**

- **Contacts:** Must be able to establish strong professional working relationships with community partners and tenants and on-campus partners. External contacts include government, corporate tenants, and developers.
- **Level of Responsibility:** The incumbent must have excellent interpersonal skills and a strong working knowledge and understanding of community engagement and events management. This position requires specialized work with minimal supervision.
- **Decision-Making Authority:** Responsible for making decisions related to the execution of events and solutioning tenant issues. Input and support are also provided to the Director to foster relationship building and the development of partnerships.
- **Physical and Sensory Demands:** typical of an office environment
- **Working Environment:** The role involves, commitment to sometimes participate in evening and/or weekend events, and multiple and/or tight deadlines beyond one's control