

## Job Description



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<b>Job Title:</b>	Senior Manager, Strategic Events and Partnerships
<b>Department:</b>	Institute for Quantum Computing
<b>Reports To:</b>	Director, Communications and Strategic Initiatives
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 11
<b>Effective Date:</b>	September 2024

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### **Primary Purpose**

This position is responsible for the cultivation, development and procurement of external partnerships with stakeholders across industry, government and academia, leading to the development and execution of innovative, strategic events and partner initiatives that support IQC as a world leader in quantum research and technology nationally and internationally during the 2025 Year of Quantum declared by the United Nations. This position will lead and support engagement with key stakeholders, including the Canadian and provincial governments, industry partners, the public and media. This position is responsible for managing all facets of these programs, including setting and administering budgets, managing contractual staff and vendors, managing sponsorship relationships and delivering programs.

### **Key Accountabilities**

#### **Strategic Initiatives**

- Establishes the strategic direction and priorities for marketing, outreach and event related activities at IQC and across Canada, as best meet the needs, fulfill the mission and vision, promotes the identity and delivers on the values of the IQC for the IYQ.
- Develops a strategic plan, in collaboration with IQC Executive, for a roster of strategic events, including delegations, conferences, workshops, seminar series, lectures and other special events that support IQC's strategic objectives
- Responsible for coming up with creative and effective event options and prepares briefs for IQC leadership review.
- Oversees the planning, execution and evaluation of IQC events, building on the successes of past events.
- Prepares post-event analysis, assesses opportunities and makes recommendations for improvement.
- Holds key accountability for the strategic development, implementation and successful execution of community relations programs across local, regional, provincial and national stakeholders and markets for IYQ.
- Responsible for strategically planning the events portfolio to be aligned with IQC's strategic plan so as to profile key initiatives and celebrate important milestones with our stakeholders.
- Acts as a key contributor in providing feedback required for the development of the long-term vision and planning for the organization.
- Responsible for the implementation and achievement of annual plans including evaluation and reporting.
- Contributes to overall direction of the department and plays a leadership role in fostering collaboration through the development and stewardship of key UW relationships with external

agencies, individuals, community and business leaders, visiting delegations and officials, and proactively initiating and advancing strategic initiatives.

### **Partnerships and Knowledge Mobilization**

- Develop an ongoing strategy and pro-actively target partners across all sectors where there is high potential for event collaboration, sponsorships and future partnerships.
- Attend and organize appropriate meetings and events to promote IQC research, talent and knowledge mobilization capabilities and to interact with potential sponsors.
- Plan, manage and promote occasional events to bring partners and IQC community together.
- Represents IQC as an official representative on external bodies as appropriate.
- Maintains positive and productive relationships among a large network of international and domestic partners and stakeholders.
- In collaboration with IQC's communications group, create, execute and evaluate a media relations program for IQC with the goal of publicizing IQC's academic and research excellence, and positioning the Institute as world-class.
- Participate in relevant internal and external committees, groups or events.

### **Event protocols and Administration**

- Identifies and coordinates IQC and university support services as needed for events.
- Supports government relations initiatives, as appropriate.
- Advises the Executive Director and senior leadership on matters of protocol.
- Maintains comprehensive event toolkit to aid IQC (institute-level) and faculty members in the organization of events.
- Acts as a resource person and consultant for IQC internal and external stakeholders on matters of event management.
- Manages and oversees list selections, distribution of online invitations, mailings, production of printed materials, captures and tracks RSVPs, coordinates breakout assignments based on RSVP response, and registers, organizes travel needs and provides critical event details to speakers, hosts and attendees as needed.

### **Community and Government relations**

- Develops and maintains strong working knowledge of the university's strategic priorities, and plans, develops and implements strategies to advance these priorities.
- Identify, research, and propose new initiatives independently or through joint efforts with internal and external partners to promote the university through participation and sponsorship of events and activities.
- Builds and maintains strong relationships with community influencers and key constituencies on behalf of IQC and relevant to university priorities and key pillars of the strategic plan.
- Support the government relations function at IQC aimed at deepening relationships with key government partners, monitoring relevant policy and budget info, and reinforce quantum information as a key priority for Canada.
- Work closely with the Director of Communications and Strategic Initiatives on all elements of IQC's developing government and industrial relations strategy.
- Build relationships with policy makers, government representatives and key staff in Ontario and Canadian governments.
- Attend briefing meetings with key government personnel to inform, raise awareness, and interpret the benefits of IQC to those people.
- Attend key events, meetings, forums and conferences where relevant government representatives will be present.

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- Monitor news, policy development and key happenings in government that will help IQC understand political direction as it impacts scientific investment.
- Identifies opportunities for IQC to participate in and influence the development of public policy, community initiatives and programs in areas central to its mandate.
- Keeps community groups and stakeholders informed about the university's activities, achievements, needs, concerns and proposals.
- Identifies non-traditional sources of government funding for initiatives.

### **Budgeting and Reporting**

- Develops and manages the budget for IYQ programming.
- Develops and maintains best practices for all IYQ programs.
- Develops metrics and standards for program evaluation and feedback from attendees.

### **Special Projects**

- Undertake Special Projects as assigned by the Executive or Managing Directors or other senior management.

*\*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 a related field such as business, event planning, public relations, marketing or a related discipline; completion of a Master's degree is preferred.
- Equivalent combination of education and experience will be considered.

### **Experience**

- **Experience**
- 7-10 years of progressive experience with a proven track record of achievement and success with public engagement through marketing, event planning and educational outreach.
- Experience in an academic setting is an asset.
- Experience in science communication for a broad range of stakeholders.
- Extensive experience and knowledge of the community, its socio-political landscape and key community organizations that have a vested interest in the success of IQC and/or vice versa.
- Progressive related business experience with a proven track record of achievement and success.
- Experience that will have led to an in-depth knowledge of municipal, regional, provincial, and national affairs.
- Experience with budget development, metrics tracking, and outcome analysis.

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

- Working knowledge of the national and international quantum landscape.
- Demonstrated ability to develop strong professional relationships that are sustainable over time.
- Competencies will include strategic thinking, project management, content curation, extensive writing skills, interpersonal, organizational and communication skills.
- Proven expertise in developing and implementing integrated communication plans for multiple audiences.
- Demonstrated ability to incorporate both traditional and new communications technologies in strategic initiatives.

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- Excellent interpersonal skills required.
- Demonstrated ability to build collegial relationships based on trust and mutual respect.
- Extensive experience managing and motivating professional staff.
- Proven ability to work effectively with and build consensus among people at all levels.
- Proven ability to meet deadlines and work effectively in a fast-paced team environment.
- Strong research, analytical and problem-solving skills required.
- Must be a strong communicator (oral and written) with the ability to build relationships with stakeholders including faculty, government, partners, alumni, donors, and students.
- Comfortable in high profile networking environments where developing new relationships is expected.
- Possess strong planning and organization skills with exceptional attention to detail.
- Must be a problem solver with a friendly, professional, customer service-oriented personality.
- Ability to conduct themselves with a high degree of diplomacy and tact.

### Nature and Scope

- **Contacts:** Internally, the incumbent will initiate and maintain contact and professional working relationships with senior IQC personnel and IQC leadership, the University's University Relations, University Advancement, and with the President's and Vice President's Office. Externally, this position will interact with a variety of contacts such as government officials and agencies, external businesses and organizations, and domestic and international partners. The nature of interactions includes influencing others and generating interest in IQC initiatives.
- **Level of Responsibility:** Must be able to make informed decisions cognizant of broader accountability in a role representative of IQC. Ability to take initiative where minimal direction is provided. Proactive in contributing ideas and solutions to the Director and other team members. Provide direction, guidance and support to team members. Establishes goals in consultation with Director, Communications and Strategic Initiatives. Responsible and accountable for budgets
- **Decision-Making Authority:** Responsible and accountable for establishing priorities and addressing the changes to strategic business plans by consulting directly with IQC's Managing and Executive Directors, as appropriate. Makes decisions on timelines and budget allocation to meet stated objectives. Makes decisions about message content consistent with strategic objectives. Provides advice on communications and outreach strategies. Makes recommendations on industry, knowledge mobilization, government and research partnerships.
- **Physical and Sensory Demands:** Minimal demands typical of a staff position operating within an office environment. Lifting and transport of moderately heavy equipment (max 40lbs) is sometimes required.
- **Working Environment:** This role includes frequent local, domestic and some international travel, and after-hours attendance at networking and corporate functions. At times there may be a heavy work load, and exposure to stressful situations.