Job Description

Job Title: Marketing, Events & Outreach Specialist
Department: Athletics & Recreational Services
Reports To: Associate Director, Business Operations
Jobs Reporting: Direct supervision of a minimum of 2 co-op students, 8 part time students, 2 recreation placement students, 40 events and promotions volunteers annually
Salary Grade: USG 9
Effective Date: August 2015

Primary Purpose
The Marketing, Events & Outreach Specialist is accountable to the Associate Director of Business Operations, and is responsible for setting strategic direction for the department marketing and sponsorship efforts. This includes responsibility for creating and executing a yearly marketing plan while developing strategies to communicate the department mission and values to stakeholders, while implementing a comprehensive plan. This position is responsible for effectively managing staff, volunteers, and relationships involved in the provision of enhancing student engagement on and off campus.

Key Accountabilities

Event and Program Management
- Responsibility for over 30 events and programs a year including CBCF Think Pink Campaign, varsity special events, year-end student recognition events, Alumni big Ticket program, Reunion Weekend, Fantastic Alumni, Faculty/Staff/Retirees Day, Department Open Houses, President’s Golf Tournament and President’s Academic Reception.
- Responsibility for developing an annual strategic special events calendar in conjunction with the Associate Director, Business Operations.
- Responsibility for engaging various target markets including students, staff, faculty, alumni and community members.
- Developing and executing an advertising and promotional plan that aligns with the department mission in conjunction with the Associate Director, Business Operations.
- Hiring, training, evaluating and leadership development for the event staff each term.
- Developing a strong, sustainable student-leadership model that empowers and develops student-leaders, while ensuring the model continues to evolve in an environment of annual student turnover, in conjunction with the Associate Director, Business Operations.
- Creating and implementing community outreach programs to increase support for the Warrior brand, includes Team-UP, charity initiatives and appearances for student-athletes, mascot and cheerleaders.

Sponsorships
- Responsible for soliciting, cultivating and stewarding of positive relationships by:
- Identifying a sponsorship inventory of opportunities to propose to perspective partners.
- Securing and retaining annual sponsorships to enhance department programs and services.
- Developing contracts that define the relationship and delivers on expectations that service both the sponsor and department.

Relationship Management
- Cultivating and stewarding strong working relationships and partnerships
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- Meeting with all departmental managers and executive to coordinate cross-departmental marketing and communications initiatives.
- Creating strong relationships with other key departments on campus to identify opportunities for collaboration to increase communication and enhance resources available to students on campus, including Alumni Relations, Advancement, Student Success Office, Housing, Retail Services, Community Relations and Events, Feds, GSA, Marketing and Strategic Communications, Research and Technology Park, Staff and Faculty Associations, sport clubs, and student societies.

Financial and Operations Management – overall responsibilities of revenue generation and fiscal responsibility, including:
- Providing financial oversight of resources available to marketing, and is responsible for strategic and appropriate use of the marketing budget.
- Developing policies while providing guidance and supervision over all individual programs and portfolios, in conjunction with the Associate Director, Business Operations.
- Accountable to meet all expectations of central finance and administration with regards to accounts receivable and payable.
- Providing accountability reports including transparent budget reporting to SSAC (Student Services Advisory Council), when required.

Strategic Planning – responsible for yearly and termly marketing plans, including:
- Creating, implementing and evaluating all marketing programs across the department in conjunction with the Associate Director, Business Operations.
- Setting the marketing and communications strategy responsible for advancing the organizations overall image and reputation utilizing a variety of media, including but not limited to: websites, email, social media, print media, in conjunction with the Communication Coordinator and Social Media & Brand Manager.
- Executing large-scale marketing projects and communication campaigns aimed at various audiences.
- Providing insight and execution of ticketing strategy for market driven sports.

*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 an undergraduate university degree, Master’s degree in a related field would be beneficial.

Experience
- 3-5 years of experience in event planning, event management and sponsor solicitation and servicing.
- Experience with recruiting and developing staff and volunteer management.
- Budget management experience necessary.
- Experience or exposure to scheduling software would be preferred.

Knowledge/Skills/Abilities
- Knowledge of the campus environment and the university level is an asset.

Nature and Scope
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- **Contacts:** Able to build significant relationships with students, department staff, on campus partners including affiliated Colleges and Universities, Housing, Health Services, Feds, GSA, Alumni Relations, Advancement, Office of the President, Community Relations & Events, faculties, community partners, sponsors, alumni, and other athletic departments at the OUA and CIS level.

- **Level of Responsibility:** This position is responsible and accountable for activities related to marketing and events. This includes hiring, training, developing and evaluating numerous student-leaders each term. As the lead in this area it is expected that this individual drives strategy for all areas mentioned.

- **Decision-Making Authority:** This position has significant decision making authority for all accountabilities related to marketing, events and outreach. These types of decisions include: staffing decisions, business process decisions related to resource generation and allocation, workload/priority management, and budget management. This position makes recommendations to the Associate Director, Business Operations about opportunities that impact both the incumbent’s and colleagues’ functional areas within and beyond the department.

- **Physical and Sensory Demands:** This role is in an office setting and involves minimal physical demands, and moderate sensory effort resulting in slight fatigue, strain, or risk of injury.

- **Working Environment:** This role is exposed to stress and pressure associated with positions that are responsible for staff. The role involves minimal-moderate exposure to psychological risk resulting from unavoidable exposure to hazardous, disagreeable, or uncomfortable environmental conditions. There may be unusual hours or schedules, multiple and/or tight deadlines beyond one’s control and constant interruptions (i.e. phone calls, emails, and unplanned but urgent service requests) that are impacted by varying student volumes at different times of the year.