

## Job Description

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<b>Job Title:</b>	Advancement Events Coordinator
<b>Department:</b>	Office of Advancement
<b>Reports To:</b>	Advancement Marketing and Events Specialist
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 7
<b>Effective Date:</b>	September 2023

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### **Primary Purpose**

The Advancement Events Coordinator supports the Marketing & Events Specialist who is the primary lead in managing event logistics and execution. The Coordinator functions as staff support for event execution and works collaboratively to support the business plans and strategy of Advancement portfolios.

In addition to supporting high-profile donor events the Coordinator may be asked to provide general administrative support to the team and contribute to collecting, organizing, and analyzing relevant reports and documentation.

The Advancement Events Coordinator works collaboratively and closely with staff in the Office of Advancement, Faculties and departments, University of Waterloo senior administrative offices, and external stakeholders and contractors to plan and execute successful events and programs. Some interaction with student volunteers is involved. The Coordinator is a point of contact for external event inquiries, including managing emails related to philanthropic events.

This position requires some planned evening and weekend work and will be focused on providing superior customer service to internal and external stakeholders.

### **Key Accountabilities**

#### **Event Support**

- Supports Advancement events, working closely with other departments on campus, including the President's office and local and/or international caterers and suppliers.
- Interact with the offices of Deans, Directors, and other senior administrators to relay information, seek advice, and engage parties in visits/events/meetings
- Establish and maintain a relationship database of event-related individuals and business partners, vendors, etc.
- Plan and execute flawless donor relations events, in consultation with Advancement teams, including volunteer recruitment and management, project management, and post-event evaluation.
- Working with the Advancement Marketing & Events Specialist, provides counsel and guidance to Faculties and other teams for gift announcements, ground breakings, receptions, special performances, etc. as appropriate
- Work alongside Donor Relations & Stewardship and Alumni Relations teams to support strategy development for virtual donor-focused events, as well as digital engagement opportunities.

- Tracks, organizes, and prepares invitation lists and registration reports in a timely manner to all relevant parties.
- Manages effective relationships to ensure prompt, expectation-exceeding service and accurate information, balancing deadlines, and responsibilities, while accommodating unforeseen interruptions, dealing with issues as they arise.
- Alerts Advancement staff or other departmental staff to any issues within appropriate timeframes and displays judgement as required to ensure the appropriate staff are aware of emerging matters, urgent or sensitive items that may impact the University
- Prepares detailed event schedules, identifying critical dates and deadlines.
- Suggests options and resources to make event planning and implementation processes more effective.
- Manages the organization and maintenance of the events supply rooms.
- Ensures all event activity occurs in accordance with central protocols and practices for iModules and CRM/RE.

### **Administrative Support**

- Provides both high-level and general administrative support including but not limited to mail, email and voicemail, including confidential matters, screening calls and walk-in inquiries; arranging travel, notes information that requires follow up and independently responds to inquiries and composes associated draft correspondence, reports, etc.
- Maintain a database of vendors, suppliers, and venues
- High comfort level with data management, including list-management and report generation from Raisers Edge database

### **Business Officer Activities**

- Establish vendor's accounts for payment of their commitments and contributions to the university, ensuring compliance with UWaterloo financial policies and procedures
- Assist the Director, Marketing & Communications in the preparation of the operating budget of the Marketing & Communications team; coordinate submissions from the Director; monitor the budget and follow up on financial matters as required
- Coordinate travel arrangements for the Director and VIP event guests
- Prepare projections and variance reports as necessary and process financial forms/reports; coordinate with Finance regarding budgets, reporting, etc.
- Manage monthly account reconciliation and maintain expense records for all transactions
- Use the corporate purchasing card (P-card) to purchase required event products ensuring all invoices, tracking of purchases and monthly statement reconciliation is completed following established University and/or University Relations guidelines, procedures, and processing requirements.
- Prepare internal reports to monitor the progress of events including overall reports by project; project specific reports – generate reports from the various University database reporting systems such as Raiser's Edge
- Organize and maintain a filing system (both hard copy files and shared computer files); track and record on-going activities and events
- Work with Alumni & Donor Services team to ensure alumni and donor records are current and accurate by receiving and updating the database with event engagement information in a timely manner in accordance with the Gift Recognition matrix and enlisting announcement protocols.
- Leverage extensive contacts and relationships across campus to solve problems, gather data and ensure administrative initiatives are successful
- Administer and coordinate special projects and departmental initiatives; research topics, analyze data, and create PowerPoint and other graphic presentations

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- Work closely with the Marketing & Communications team on building relationships with other departments within the university and with external stakeholders

### **Communications**

- Provides administrative support for the development of promotional materials for Advancement events
- Ensures the University of Waterloo brand is appropriate in all communications and events, reflecting the reputation of the University.
- Builds collegiality among other event planners on campus by providing access to information, resources and consultation.
- Responds to inquiries from internal and external stakeholders, including complaints and issues management and escalating as required.

### **Website**

- Works with Digital Communications Officer to ensure updates to event websites before, after and during events.
- Coordinate and/or complete ongoing updates and improvements for the event listings on Advancement websites.
- Ensure the content is relevant, current and meets the objectives of the website while ensuring brand standards and guidelines are adhered to.
- Ensure events and profiles are up to date by working with the Digital Communications Officer to upload photographs and write event descriptions as required.

*\*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**

- Post-secondary education in marketing, communications, event management, or equivalent combination of education and experience.

### **Experience**

- At least 3 years in an administrative and event coordination/assistant role dealing with front-line services, event planning and production, partnership building and community engagement.
- Proven ability to build strong relationships at all levels of an organization, as well as with external constituents
- Demonstrated ability to operate successfully in a multi-stakeholder, complex environment
- Demonstrated ability to work independently, with ambiguity and thrive in a fast-paced, entrepreneurial environment.
- Experience with updating websites and familiarity with a content management system an asset. Experience with updating digital displays an asset.
- Experience with software such as Airtable, Asana, TicketFi, SurveyMonkey, and Audience View an asset.

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

- Strong communication and interpersonal skills with customer service focus
- Demonstrate and champion an equity and anti-racist informed approach to their work – particularly as it relates to marketing and communication initiatives for a diverse audience.

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- Excellent judgment and sensitivity on confidential issues
- Ability to foster positive relations and manage a range of relationships
- Ability to contribute as a team player, projecting a positive, professional, courteous, and congenial attitude
- Shows initiative and confidence in decision making and problem-solving abilities
- Demonstrated ability to work independently and thrive in a fast-paced, entrepreneurial environment, effectively managing complex competing priorities while maintaining a high degree of accuracy, quality of work, and attention to detail
- Strong technical skills related to data storage and organization, and ability to manage complex detailed work
- Knowledge of the University's policies, procedures and operating requirements, and the academic culture on campus; familiarity with university governance systems an asset
- Strong initiative with the ability to anticipate the needs of the Director and the Marketing and Communication team
- Ability to liaise with senior leaders and VIP guests and stakeholders.
- Exceptional attention to detail is essential.
- Proficient use of Microsoft Word, Excel, and PowerPoint required.
- Demonstrated ability to thrive in, and contribute to, an integrated and collaborative team environment and to apply a calm, positive team approach to working with colleagues.
- Collaborative team player who is comfortable providing and taking constructive input from multiple sources.

### Nature and Scope

- **Contacts:** Communicates regularly with stakeholders across campus from all levels of the organization, representing the department with strong interpersonal skills and a focus on client service. Sensitivity to the diverse student and staff population on campus, often working with confidential and sensitive information requiring a mature and professional demeanor. The incumbent will be required to work closely and collaboratively within University Relations and across campus to ensure consistency in institutional messaging and management of University image and reputation through community relations initiatives and events.
- **Level of Responsibility:** This position has specialized work with limited supervision from the Director and acts in collaboration with the Marketing & Communications team. The incumbent must be able to succeed in high-profile, high-pressure situations with significant public and campus scrutiny and potential for impact on the reputation of the University. Events led by the department involve a high degree of risk and reputation building. In addition to acting as a role model to others in the performance of duties, they must have a thorough and in-depth understanding of the work they perform and the impact it has on others in the larger context of the University and the community
- **Decision-Making Authority:** There can be a high degree of risk management inherent in this role. Complex, large-scale events, important announcements, and VIP visits must be handled with significant attention to the experience, including constant shifts and changes that can throw plans off balance. All aspects of events must be managed extremely well, as the risk to the University's reputation can be significant. The Coordinator must be able to stay on top of many moving parts, always respond calmly and professionally, and follow good crisis management protocols when challenges arise.
- **Physical and Sensory Demands:** This position works under very challenging time constraints, frequent interruptions, and changes to priorities with extended time at a computer. Event coordination may require a significant physical effort with lifting and transportation of event toolkits, portable

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banners, and other event-related tools to various locations on campus and within the community. The role may also require the set-up and takedown of event materials at locations, which could include moving and rearrangement of chairs and tables and other equipment for the event. Standing for extended times should be expected.

- **Working Environment:** Significant events require work during evenings, weekends, and holidays. Flexibility in working hours is required as the role often requires long hours or non-traditional hours to set-up and takedown an event.