Job Description

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Advancement Coordinator</th>
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<tbody>
<tr>
<td>Department:</td>
<td>Office of the Dean of Engineering</td>
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<tr>
<td>Reports To:</td>
<td>Advancement Manager</td>
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<tr>
<td>Jobs Reporting:</td>
<td>None</td>
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<tr>
<td>Salary Grade:</td>
<td>USG 6</td>
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<td>Effective Date:</td>
<td>November 2018</td>
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**Primary Purpose**

The Advancement Coordinator provides administrative, project coordination, digital communications, and event logistics support for the Advancement Unit within the Faculty of Engineering. The Coordinator will play an active role supporting the Events Manager with the smooth functioning of events within the Faculty, in addition to marketing communications support for events and activities the team is managing. This position also works closely with the Digital Media Manager to create and maintain online content for faculty websites and social media to keep content fresh and relevant. While the Coordinator reports to the Advancement Manager, much direction and feedback on their projects will come through consultation or collaboration with a variety of individuals, both within and outside of the Advancement Unit.

**Key Accountabilities**

**Event Coordination**
- Act as the back-up to the Events Manager during each event, requiring complete knowledge of every event scenario and volunteer roles and responsibilities; negotiate and solve any unforeseen problems that may arise
- Ensures the smooth and effective implementation of recruitment, alumni, donor relations, faculty and Dean’s Office events for the Faculty of Engineering
- Works with the Events Manager to oversee the Faculty event spaces including responding to booking inquiries, managing the bookings calendar, training event hosts on the AV system, and following up with event hosts after their bookings to ensure space and equipment within are maintained.
- Responsible for key event logistics (i.e. monitoring registration databases, evaluating requirements, booking rooms and equipment, ordering food, ordering signage, booking hotels, ordering gifts, producing name tags and designing and ordering t-shirts) which may vary in scope from event to event.
- Assist the Events Manager with procurement of swag and supplies for each event
- Coordination of numerous volunteers for each event specifically for Undergraduate Recruitment events and Reunion
- Process invoices and travel expense claims for student volunteers who participate in events
- Solicit and compile feedback for post-event “wrap-up” sessions
- Work with departments to coordinate marketing/communications materials needed for various internal and external events, including the coordination of the development and production of signage and banners

**Digital Communications**
- Support the demands of keeping online content up-to-date and valuable to a range of site visitors, in collaboration with the Digital Media Manager and Faculty Digital Media team
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- Gather and prepare all digital analytics data for all online activities, including websites and social media, for broader analysis and presentation
- Support the Digital Media Manager with sourcing information, and posting content for new website requests for various labs and research centres and/or migrating old or external sites to the Waterloo Content Management System (WCMS) platform
- Assist with social media content posting and monitoring as required
- Support various faculty members and the Dean with the creative development of digital presentation materials
- Support departments in the posting of News and Events content across Faculty and department sites, including regularly reviewing the Faculty Communications Editorial Calendar to stay informed on news content in development and sharing content with departments when available
- Responsible for quality assurance on Engineering sites including fixing broken links and alerting the Digital Media Manager if content is added outside set standards
- Assign roles and permissions to any Engineering site in WCMS including verifying that users have appropriate training
- Keep an up-to-date inventory of Engineering related sites and site manager details for each site
- Schedule photo and video shoots throughout the year including booking time with student volunteers and faculty members, and scheduling venues required for the shoot. Manage the Digital Assets created from each shoot, including responding to requests from third-party videographers
- Manage the Faculty’s growing collection of Digital Assets by uploading files to Waterloo Photos, supporting Faculty users with access; ensure appropriate photo rights exist and alert the Digital Media Manager of issues as they arise
- Respond to inquiries for use of photographs and publication copies or other resources, determining the appropriate material to provide based on the client’s needs and consultation with team members as appropriate

Marketing Communications Support
- Coordinate the advertisement of all Faculty positions in University Affairs publications, in collaboration with each department chair and adding the job advertisements on the Faculty of Engineering website; provide necessary information and resources to the Sr. Communications Officer for the development of Faculty-wide display ads for University Affairs’ monthly publication
- Search for prestigious Awards/Honours recipients (both faculty and alumni) and update the Award & Honours website; maintain a process for collecting awards information and informing the appropriate people
- Manage the coordination and preparation of all mailings for various publications including Waterloo Engineering Alumni Letter (WEAL), confirmation letters, invitations
- Provide support to Faculty-wide communications information meetings, including scheduling the meetings, taking minutes/follow up as required
- Regularly review department sites for content additions and provide a weekly report of stories posted by each department.
- Provide project coordination for various marketing and communications initiatives as needed

Office Administration
- Act as a back-up for Administrative Assistant during busy times, requiring knowledge of all areas of the Advancement Unit including using alumni/donor database, and other advancement related tools

Other Duties
- Conduct prospective undergraduate student tours as a backup to the Student Ambassadors and Marketing and Recruitment Coordinator
- Provide administrative support for the Student Ambassadors – aligned with Undergrad Recruitment
- Assist in the scheduling and support of team member meetings where hospitality is required.
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- Other duties as assigned

*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 event management, communications, or marketing
- An equivalent combination of education and experience will be considered.

**Experience**
- 2-3 years of project coordination, events and communications experience in a complex, dynamic and fast-paced environment
- Photography and videography experience – working with vendors and producing content
- Professional social media experience (Instagram, Facebook, Twitter, LinkedIN) well beyond personal interest and involvement
- Experience with Adobe Creative Suite including Photoshop and InDesign
- Experience in a University environment an asset

**Knowledge/Skills/Abilities**
- Demonstrated superior client service skills
- Exceptional planning and organizational abilities
- Demonstrated networking, research and problem solving skills
- Proven ability to meet strict deadlines without compromising quality
- Demonstrated self-starter who takes initiative
- Sound judgment, tact and diplomacy
- Good oral and written communication skills
- Familiarity with database, spreadsheet and web site maintenance software (i.e. Wordpress)
- Microsoft Office including proficiency with Excel and PowerPoint
- Knowledge of Waterloo Engineering an asset

**Nature and Scope**
- **Contacts**: Share information with faculty, staff, senior administrators and external vendors. Collaborate with students and event volunteers. Take direction from the Advancement Manager, Events Manager, Digital Media Manager and Associate Director, Marketing & Communications.
- **Level of Responsibility**: Accountable and responsible for navigating projects from start to finish with minimal supervision. Consultation with Manager and other team members as appropriate for non-routine issues.
- **Decision-Making Authority**: Responsible for timing and execution of all duties; problem solving within established processes.
- **Physical and Sensory Demands**: Excellent attention to detail is required. Extensive sitting and computer work. Some lifting and extensive standing/walking during events.
- **Working Environment**: Minimal demands typical of an office based position. Involves occasional off-campus travel and work in evenings and weekends.