

Job Description



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| Job Title: | Campus Relations and Outreach Manager |
| Department: | Velocity |
| Reports To: | Associate Director |
| Jobs Reporting: | N/A |
| Salary Grade: | 10 |
| Effective Date: | July 2018 |

Primary Purpose

The Campus Relations and Outreach Manager is primarily responsible for developing, in collaboration with Velocity leadership, Faculties and Students, a Velocity student engagement strategy within the UWaterloo community. A secondary responsibility for this role is to work with the Velocity Garage team on developing and executing an outreach plan in order to create awareness and recruit startups from outside Waterloo Region. In alignment with the Velocity strategy, the Campus Relations and Outreach Manager develops, plans and executes tactical plans to focus efforts on the areas of greatest priority.

Key Accountabilities

Relationship Building

- This position acts as the liaison between Velocity and the various faculties and units across UW campus
- The Campus Relations and Outreach Manager develops and implements communication strategies with these groups in an effort to promote positive relations and strengthen Velocity's reputation as a leader in student entrepreneurship on campus
- Builds and maintains relationships to ensure collaboration and retention from various campus stakeholders
- Ensures the Velocity initiatives are meeting the unique needs of each Faculty and other relevant campus partners
- Participates in and contributes to regular staff, department and Faculty wide meetings as appropriate
- Provides leadership and guidance so faculty are engaged in developing a Faculty specific strategy for enhancing student entrepreneurship
- Acquires a solid understanding of the campus partner's goals and priorities as they relate to entrepreneurship. An intimate knowledge of Faculty specific strategic plans and the University's strategic plan is essential
- Works closely with the Velocity leadership team to ensure appropriate exchange of information
- Initiates and engages in recruitment initiatives in collaboration with relevant units on campus, at both undergraduate and graduate levels

Drive Velocity Success on Campus

- Develops metrics and service standards in order to set targets and goals
- Ensures Velocity's understanding and integration of program/Faculty entrepreneurship requirements
- Develops and implements consistent processes on all aspects of student interaction

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- Ensures ongoing engagement with relevant Student Societies and Student Success Office
- Develops and continually improves the student feedback process and use it to inform practice

Provide Overall Leadership to the Organization

- Personally champions mission, vision and guiding principles of Velocity and plays a leadership role in bringing them to life
- Monitors business practices to ensure that Velocity has the appropriate practices and processes to work effectively internally and represent UWaterloo externally
- Leads the development of new capabilities required by the introduction of new systems, tools or processes
- Develops productive, collaborative working relationships across Velocity, UWaterloo and beyond
- Leads the identification, development and implementation of projects to improve resource offering and partner relationships
- Develops internal/external interaction standards, monitors satisfaction and takes action to restore and enhance communication quality

Increase engagement and strengthen connections to startups outside Waterloo Region

- Builds and establishes relationships with external startup groups by joining and participating in relevant discussions in person and virtually
- Seeks out partnerships and collaboration opportunities with others entrepreneurship organizations outside Waterloo Region on a regular basis
- Develops relationships with other incubators/accelerators, post secondary institutions and other relevant organizations to find opportunities to recruit the best startups to Velocity
- Represents Velocity in startup fairs/events

**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

- University undergraduate degree or equivalent experience

Experience

- 5 years management experience
- Experience in a university incubator setting working with startup founders, students, faculty members/instructors
- Proven influencing and teamwork skills, and the ability to lead co-workers, peers and senior staff and Faculty in projects and teams
- Program/project management experience is an asset
- Proven ability to take initiative and be both creative and flexible
- Strong oral and written communication skills, solid organizational skills, and sound judgment
- Demonstrated ability to work collaboratively, build consensus and be sensitive to the needs and interests of various stakeholders, and contribute to the functioning of a diverse team both within the department and across the institution
- Demonstrated ability to contribute to and thrive in a collaborative environment and to apply a positive team approach to working with colleagues

Knowledge/Skills/Abilities

- Able to build collaborative working relationships while at the same time balancing the interests of parties involved
- Team work skills are crucial
- Consensus building skills
- Strategic leadership abilities
- Political savviness

Nature and Scope

- **Contacts:** Internal: In alignment with the Velocity strategy, the Campus Relations and Outreach Manager develops, plans and executes tactical plans to focus efforts on the areas of greatest priority. Moreover, the incumbent works in collaboration with the Velocity leadership team to ensure alignment of marketing events and activities plan with the outreach tactical plan. The Manager, Campus Relations and Outreach works with the Communication Specialists to support activities. Across the University, Manager, Campus Relations and Outreach will work and share information with the Directors of Advancement, Alumni Officers, Communications and Public Affairs, and others. Manager, Campus Relations and Outreach will work with the Velocity internal Marketing team and Creative Services for any event-related production needs. External: The Manager, Campus Relations and Outreach will work with external partners to ensure an effective strategy for increased awareness of Velocity programs outside Waterloo Region.
- **Level of Responsibility:** The Manager does not have any direct reports. However; he/she does fill a strategic leadership role within Velocity in terms of developing campus wide strategies and initiatives. Staff at Velocity will look to the Manager for direction on program development and appropriate courses of action. He/she is responsible for building collaboration and consensus with internal and external partners.
- **Decision-Making Authority:** The Manager will make decisions in collaboration with others about the strategic priorities of action to solve problems and to exert a positive influence on other stakeholders on behalf of Velocity.
- **Physical and Sensory Demands:** This role requires exertion of physical or sensory effort resulting in slight fatigue, strain or risk of injury.
- **Working Environment:** This role involves moderate psychological risk resulting from unavoidable exposure to hazardous, disagreeable or uncomfortable environmental conditions. The role involves, travel requirements (e.g. several times per year to attend events and conferences), and multiple and/or tight deadlines beyond one's control (e.g. partner demands for program reviews and priority changes)