

Job Description



Job Title:	Coordinator, Residence Ambassadors
Department:	Housing & Residences
Reports To:	Manager, Marketing and Communications
Jobs Reporting:	Student Staff
Salary Grade:	USG 5
Effective Date:	May 1, 2017

Primary Purpose

The Coordinator, Residence Ambassadors leads and co-ordinates the residence tour program, special event days and staff appreciation events. The incumbent is responsible for hiring, coaching and developing a comprehensive student staff training plan for the Residence Ambassadors. As well, this position is responsible for supporting the Marketing Communications team and ensuring that Housing & Residences achieves its objectives and goals.

Key Accountabilities

List the major responsibilities of the job, divided into 3 to 5 broad categories. These should reflect 80 - 90% of "what" the job does not the "how". Insert a category heading and in bullet form below, state specific responsibilities.

Recruit, train and coach the Residence Ambassadors

- Recruits and supervises 30-50 residence ambassadors per term for the residence tour program
- Hires and supports outstanding staff and, when necessary, takes disciplinary action
- Develops, implements and evaluates a training program to ensure the Residence Ambassador team can effectively provide residence tours
- Mentors student ambassadors responsible for delivering outstanding customer service and ensuring each visitor has an exceptional experience while visiting residence
- Creates evaluations and recommends improvements to the Residence Ambassadors program
- Creates a work environment that recognizes and rewards supportive mentorship, professional quality, respectful communication, creativity, positive energy and synergy

Co-ordinate special events on behalf of Housing & Residences

- Works collaboratively with on-campus partners – especially the Visitors Centre and the Campus Ambassadors – to arrange details for special events
- Hires, trains and supports approximately 60-100 staff for these days
- Develops a critical path and oversees the schedule's tasks to ensure completion
- Works collaboratively with the Housing & Residences team to create awareness of the day and any special requirements
- Creates staff appreciation events that motivate, encourage and thank staff for their contributions in making the department a success
- Assists with a variety of logistics tasks to ensure smooth operations and a positive impression of the events
- Participates in all University of Waterloo recruitment initiatives and events including all special visit days, Ontario Universities Fair, and specialized recruitment events

Provide marketing and communications support

- Assists the team in coordinating marketing communications campaign details
- Is knowledgeable about current social media, and recommends and implements initiatives to help promote the residence experience online
- Completes web updates and communications, as required
- Assists with developing activities on our social media channels
- Assists with co-ordinating and organizing other student leadership groups, such as the right FIT Promotions Team and the Marketing Advisory Board

Required Qualifications

If hiring today, what would be the required education, experience, knowledge, skills and abilities?

Education <ul style="list-style-type: none">• Post-secondary degree or diploma in Recreation, Business, Marketing, Communications or equivalent post secondary degree and experience
Experience <ul style="list-style-type: none">• Experience in planning events• Experience in hiring, training and supervising staff• Excellent customer service skills• Proven ability to interact and collaborate with students and staff in a respectful and sensitive manner• Excellent written and oral communication skills• Excellent organizational skills and attention to detail• Demonstrated ability to work effectively and efficiently in a team-based environment• A strong commitment to high-quality customer service
Knowledge/Skills/Abilities <ul style="list-style-type: none">• Knowledge of processing, presentation and spreadsheet software• Understands social media trends• Experience with digital and social media channels and trends• Working knowledge of data analysis software to analyze trends

Nature and Scope

- **Contacts:** The incumbent must be able to establish strong professional relationships with other frontline staff within Housing & Residences and the University. Excellent interpersonal, leadership and communication skills are critical to the success of our student staff ambassador program.
- **Level of Responsibility:** Excellent organization and multi-tasking skills are essential to this position as the Coordinator, Residence Ambassadors is responsible for coordinating multiple projects and balancing student schedules. The successful candidate is responsible for handling disciplinary matters (which may include escalating issues to higher-level management).
- **Decision-Making Authority:** Ability to make problem-solving decisions related to supervising student staff and make procedural changes in their day-to-day delivery of duties. This position reports significant trends, shifts and abnormalities to their supervisor for advisement or when changes in policy and major process may be required.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with responsibilities outlined. Occasionally, the incumbent will be required to work outside of normal operating hours.