

Job Description

Job Title:	Communications and Engagement Manager
Department:	Sustainability Office
Reports To:	Director of Sustainability
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	October 2022

Primary Purpose

This position is responsible for leading the implementation of campus sustainability programs through active promotion and engagement to students, employees, and other members of the campus community. The incumbent will maintain and expand the Sustainability Office's communication channels to increase the reach and impact of information related to sustainability at Waterloo. They will develop and implement programming that directly engages students and employees to encourage sustainable behaviours and raise awareness of sustainability issues, and will collaborate with and support other departments to ensure relevant services and achievements are communicated widely and effectively across the University. They will also implement and maintain an ongoing calendar of campus-wide sustainability events.

Key Accountabilities

Communications management

Maintain and expand key communication channels of the Sustainability Office, including but not limited to:

- Developing and overseeing implementation of the Communications & Engagement Strategy for the Sustainability Office
- Regularly updating the news feed and blog on the sustainability website, and updating other site content as appropriate
- Managing the Sustainability Office monthly newsletter
- Developing and implementing a social media strategy, developing and scheduling content and campaigns to increase engagement on Social Media
- Drafting and circulating regular updates to the Daily Bulletin
- Contributing to data collection and content creation for annual Sustainability Report
- Building and strengthening relationships with other departments and groups to integrate and collaborate on communications and content creation, where appropriate
- Proactively seeking appropriate ways to reach relevant audiences

Engagement program management

Initiate and support programming to encourage sustainable behaviours and increase awareness of sustainability among students and employees, including but not limited to:

- Managing the Green Office program, expanding best practice resources and delivering mentorship, coaching, training and support to 80+ ambassadors and more than 50 participating departments
- Managing the Green Labs program, expanding best practice resources and delivering mentorship and support to ambassadors and relevant labs
- Development and delivery of sustainability-focused certificate programs and training for employees and students, including developing learning outcomes, content research and development, scheduling, session delivery and facilitation, assessment, and tracking
- Developing and implementing key activities, training, services, and other programming in partnership with relevant University departments during orientation activities for students and employees

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- Managing the Green Residence program in partnership with Campus Housing, providing mentorship and training opportunities to student ambassadors, and supporting implementation of initiatives and events to foster sustainable practices among students
- Supporting the creation of sustainability-focused student leadership networks between student clubs, societies, and groups, and providing best practices and other relevant coaching and tools for these networks
- Logistical support and implementation for WWF Living Planet @ Campus programming, including Living Planet Leader applications, design competitions, and grant funding
- Providing opportunities for capacity building through management of Green Volunteers program
- Creating targeted and ongoing strategies, in partnership with relevant departments, to encourage more sustainable behaviours, after careful consideration of barriers and opportunities (e.g. reducing energy and water use, improving waste diversion, increasing sustainable transportation, and encouraging sustainable food choices)

Collaborating with community partners to support delivery of sustainability initiatives jointly supported by the University, including the Energize activity

Event and campaign management

Deliver an annual calendar of sustainability-related events, campaigns, challenges, and activities to encourage participation and raise awareness among the campus and local community, including but not limited to:

- Planning and implementing Carpool Week, Earth Month, Bike Month, Waste Reduction Month, and other community-wide events in which the University participates
- Planning and hosting the Eco-Summit and other events that celebrate sustainability accomplishments and recognize individual or departmental success
- Supporting sustainability-focused workshops and events (e.g. repair workshops)
- Supporting campus partner events and activities with sustainability information and resources (e.g. booths, fairs)

Relationship building and collaboration

- Developing and strengthening relationships with key campus stakeholders and identifying opportunities for collaboration on sustainability related initiatives
- Maintaining relationships with relevant community partners on sustainability related initiatives
- Representing the Sustainability Office on internal and external committees, 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

- Bachelor's Degree required. Education or training related to environmental science, studies, policy, communication, or practice.
- Master's Degree preferred

Experience

- 3-5 years of professional work experience related to employee or student engagement programming and sustainability
- Experience in a post-secondary academic setting an asset

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Knowledge/Skills/Abilities

- Intermediate-level skills in Microsoft Excel (graphing, pivot tables, descriptive statistics), Word (report formatting), PowerPoint (presentation design), and Social Media (i.e. Instagram, Facebook, Twitter, LinkedIn, Canva, management software)
- Broad understanding of a variety of sustainability topics, as they are relevant for a post-secondary institution, including waste, energy/emissions, water, transportation, food, etc.
- Familiarity with behaviour-change frameworks (i.e. CBSM), best practices, and program design
- Knowledge in the development and delivery of ongoing training programs for an employee and student audience
- Strong event and campaign management skills, including planning, partnerships, delivery, and evaluation
- Demonstrated interpersonal skills and ability to interact with a wide variety of stakeholders
- Strong ability to diplomatically navigate tensions and differing perspectives on sensitive issues
- Basic experience with web content management software
- Demonstrated proficiency in communications, including presentation, facilitation, and writing skills, for a range of audiences
- Demonstrated ability to multitask in a dynamic work environment and manage large volumes of work, shifting priorities, and competing deadlines

Nature and Scope

- **Contacts:** Interacts with many internal departments for events and campaigns, program development and delivery, and training. This includes discussing information and supporting actions of Green Office Ambassadors, Green Labs Ambassadors, Green Residence Ambassadors, Sustainability Office, and various departments regarding behaviour-change programming (i.e. Plant Operations, Food Service, WUSA, Campus Housing). Externally, this includes working with relevant stakeholders (i.e. Sustainable Waterloo Region, Intermunicipal Partnership for Active Transportation, ClimateActionWR, area municipalities, other universities) on committees and for community-wide sustainability events or campaigns (i.e. Bike Month, Earth Day).
- **Level of Responsibility:** Leads a specialized institution-wide function with no direct-reports, aside from potential co-op positions. The job includes responsibility for managing and coordinating volunteers involved in various programs and initiatives.
- **Decision-Making Authority:** Makes decisions about details of events (time, location, etc.) subject to overall plans and budget. Responsible for implementing engagement programming within the confines of the University's strategic plan, Environmental Sustainability Strategy, and budgetary constraints.
- **Physical and Sensory Demands:** Minimal physical demands, may require some lifting for events and campaign preparation
- **Working Environment:** Regular working hours, some evening/weekend work required, occasional travel required; physical risks are typical of those associated with occasional business travel; psychological risks include minimal but occasional exposure to disagreeable conditions