Exempt Job Description

Job Title: **Manager, Community Relations & University Events** Job Number: **X-273**  
NOC: **1221**  
Band: **6**  
Department: **External Relations & Advancement**Supervisor Title: **Vice-President, External Relations & Advancement**  
Last Reviewed: **October 6, 2017**

## Job Purpose

Lead the development and implementation of a robust community engagement plan that advances campus-community collaborations and the impact of Trent on the social, cultural and economic vitality of the Peterborough region. Provide advice and support to manage municipal government relations in Peterborough city and county. Responsible for developing, co-ordinating, supervising and implementing all activities related to significant and community-facing University events, including Homecoming/Head of the Trent, Trent Lands Plan community consultation and planning, endowed lectures and student experiential learning showcases. Liaise with Marketing and Communications on ad content and communications materials related to the department.

## Key Activities

### Community Relations (Peterborough)

1. Lead the development, updating and implementation of a community engagement/ relations plan that includes such elements as:

* Vision, goals and benchmarks
* How the university enriches and engages with the community, including First Nations
* Up to date economic impact
* Results of community engagement surveys, implications and actions
* Specific themes or areas to focus new collaborations based on Trent strengths and/or community needs
* How to engage, reward and recognize faculty, staff and students who participate in community engagement activities; linkage to curricular and co-curricular programming
* Communication vehicles e.g. website, social media, community committees or councils, annual report to the community, News and Events ads in local papers
* Identify, recommend, implement and evaluate success of sponsorships and partnerships
* Planning vehicles e.g. internal structures to facilitate sharing and learning
* Consider the role of alumni and retirees in this plan

1. Maintain an awareness and understanding of key community issues and initiatives, those that may impact Trent as well as those that have significant community interest. Ensure VPERA is well informed, and facilitate Trent’s response, participation or collaboration including speaking tours, participation in key community initiatives, leadership roles for senior Trent staff and faculty, public comments etc.
2. Develop an understanding of models of community-campus engagement, including participation in downtown and economic development strategies. Seek to learn from best practices to inform and enhance Trent’s plans
3. Prepare and organize presentations to councils, First Nations and community groups on Trent initiatives. Deliver select presentations
4. Seek out and promote internally and externally (with support of Marketing and Communications) examples of university-community collaborations.
5. Manage the annual Community Leadership Award nomination process, review applicants and provide award recommendations to VPERA and President.
6. Lead the Trent Business Council and contribute to the strategic development and success of this group
7. Develop and implement community consultation and engagement plans for campus developments, institutional planning and other major activities
8. Working with the VPERA and other institutional leaders, create effective working relationships and explore partnership opportunities with economic development agencies, chambers of commerce, DBIA, community groups, First Nations, townships etc
9. Maintain an up-to-date listing in RE of key community leaders and ensure appropriate stewardship contact and invitations to events
10. Represent the University with community groups and at community initiatives
11. Become actively involved in the community to develop relationships and profile for Trent
12. Be aware of and recommend participation in any sectoral (COU, AUCC) initiatives on community-campus engagement
13. Oversee Trent University’s annual United Way Campaign. Recruit and support volunteers to conduct a successful fundraising campaign to demonstrate Trent’s commitment to the Community as one of the top workplace donors to the annual United Way campaign
14. Handle highly sensitive and confidential information relating to potential land use, negotiations, personnel etc. and support the PVP and Director Marketing to develop messaging and identify community impact on decisions.

### University Events

1. Implement annual endowed lectures, seeking to engage partner organizations to advance the dialogue. Work with donor to ensure their engagement, faculty to ensure participation, coordinate logistics and promote widely, including writing press releases and social media posts, briefing documents and speaking notes, to ensure maximum attendance. Evaluate and make recommendations for future events.
2. Support internal and associated groups in hosting community-outreach and engagement activities e.g. TCRC Innovation Day, 3 minute thesis, Trent Talks High School Editition, to enhance their impact.
3. Develop and lead event planning, promotion and event execution training to staff and faculty to ensure consistency across the University
4. Develop briefing notes and backgrounders for VIP guests, PVP and Board of Governor participants, and write press releases, social media posts and web updates for relevant high-profile events.
5. Manage the University Event calendar including liaising with Marketing & Communications to advise them of unique or high profile events.

### Municipal Government Relations

1. Scan for emerging issues, announcements and grant opportunities; recommend or implement appropriate action
2. Ensure the effectiveness of City-University liaison committees by developing draft agendas and preparing briefing notes, take minutes, assist in developing strategic focus for meetings
3. Organize logistics and materials for local government funding announcements, press conferences, VIP tours and meetings
4. Maintain up to date lists in RE of local elected officials and key staff
5. Implement relationship building tactics e.g. arrange for information kits for candidates and notes of congratulations for successful councillors, send or arrange for appropriate person to send notes for significant milestones or accomplishments

### Emergency Operations

1. During emergency operations, the Manager, CR represents the University at the Peterborough Information Centre (PIC) and liaises with the marketing department and city as required. Contribute to the development of the emergency response plan and debriefing of exercises and live events.

### Administrative & Managerial Duties

1. Oversee and track department’s expenditures, prepare budget spreadsheets and regular budget summaries/updates for the VP ER&A, process payments, account receivables.
2. Responsible for hiring and supervision of the Community Relations & Events Assistant
3. Maintain Raisers Edge database (coding of community members and local GR/First Nations contacts, ensuring up-to-date contact information, etc.)

## Education

Honours University degree (4 year) in related field. Post Graduate Certificate in Public Relations an asset.

## Experience Required

* Five plus years of directly related work experience in a large organization, preferably in a communications setting or equivalent.
* Understanding of marketing & communications, government relations, community relations and event management.
* Excellent written and verbal communication skills.
* Strong interpersonal, organization and project management skills.
* Ability to interact comfortably with a wide range of stakeholders.
* Excellent computing skills (Microsoft Office, Word, Excel, Project Management, e-mail, internet, web content management, PowerPoint, Raisers Edge)
* Strong budgeting and numeracy skills.
* Experience dealing with multi-tasking in a fast-paced environment with rapidly changing priorities.
* Strong leadership skills. Takes initiative, is resourceful and creative.
* Discretion, tact, diplomacy, maturity – ability to manage confidential information and display sensitivity during difficult situations.
* Resilient and energetic to deal with hectic environment.
* Possession of a valid Ontario drivers licence with access to own automobile

## Analytical Reasoning

Must display an issues management mindset and be able to project how evolving issues will impact the reputation of the department/University. The complexity of the role is tied to the multitude of projects that must be managed simultaneously, with tight deadlines. The output of work is very public in nature and special attention must be adhered to ensuring the accuracy of work that is eventually published in the public domain. Intense conceptual thinking is required to define the correct path for successful project management.ie difficult and urgent situation arises at a large public event like Head of the Trent and the VP is unavailable for advice.

## Decision Making

Interacts frequently with VIPs and their staff, and external stakeholders such as media and community leaders and donors. In doing so, the CR Manager directly represents the institution. Sound judgement is required to maintain and cultivate relations with myriad stakeholders in government, faculty and in the internal/external communities. Decisions are made by the CR Manager on messaging, commitment of resources, and reacting to difficult issues. In broad consultation with the VPERA, the CR Manager is required to use sound judgement at a moment in time.

## Impact

* Decisions taken by the CR Manager impact the public reputation of the department and the University. Work completed is frequently broadcast and shared in the public domain. The management of an issue at a large event, for instance, has the potential to resolve an issue or extend a controversy, depending on the decision taken.
* The scale and organization of events impacts public safety, university reputation and future philanthropic support.

## Responsibility for the Work of Others

### Direct Responsibility for the Work of Others:

* Community Relations Assistant (part time contract). Nature of supervision: hiring/dismissal, schedule, assign work, monitor progress, evaluate, supervise, train, discipline, provide guidance and instruction, motivate, mentor.
* Volunteers – co-chairs and other volunteers for the United Way Campaign and Head of the Trent. Nature of supervision: hiring/dismissal, schedule, assign work, monitor progress, evaluate, supervise, train, discipline, provide guidance and instruction, motivate.
* Audio-visual technicians & event materials suppliers– paid casual assistance for university events. Nature of supervision: hiring/dismissal, schedule, assign work, monitor progress, evaluate, supervise, train, discipline, provide guidance and instruction, motivate.
* External consultants – survey companies, land consultants for CR planning and in-depth Trent Lands Plan consultations. Nature of supervision: hiring/dismissal, schedule, assign work, monitor progress, evaluate, supervise, train, discipline, provide guidance and instruction, motivate.

### Indirect Responsibility for the Work of Others:

* Liaises with Marketing & Communications Staff to implement communications plans e.g. postings on social media, production of brochures and signage.
* Liaises with other internal departments i.e. Risk Management, Facilities Management, Conference Services, to implement events

## Communication

### Internal Contacts

* President, PVP and Board
* Faculty
* Staff
* Alumni
* Donors
* Students, student government leaders

This position needs a strong working relationship with most, if not all, internal departments.

### External Contacts:

* Elected/appointed government officials (municipal, provincial, federal)
* Regional opinion leaders, community leaders
* VIPs e.g. Honorary Degree recipients, Chancellor, former Prime Ministers
* Associations – AUCC, COU
* Media
* Business leaders
* Economic development agencies, Chamber, school boards
* Volunteers
* Consultants
* Printers, suppliers

## Motor/ Sensory Skills

* Working at work station throughout day, responding to telephone calls, large volume of e-mails
* Engaged in extensive verbal communication in customer service role
* Attention to fine detail and overall presentation of professional-looking collateral materials
* High level of listening, comprehension and two-way communication skills. Ability to articulate messages clearly, both verbally and in writing.

## Effort

* Multi-tasking requirement to advance assignments and meet multiple critical deadlines in a fast paced, changing environment
* Diplomacy required meetings, interactions with all internal/external audiences including media
* Concentration required in the face of constant interruptions, requests and emerging issues. Necessary to ensure accuracy of written materials, accurate budget recording and attainment of work goals
* Tasks/events require travel and the transport of materials e.g. boxes of brochures, signage

## Working Conditions

* At times, the work environment generates intense scrutiny of work output and key messages that will appear in the public arena. The CR Manager will at times be the spokesperson on events
* Position manages a consistent high volume of work and concurrent projects
* Physical capacity to organize mailings, deliveries and transport an array of materials for special events/announcements
* Work schedule may require extended hours
* Tasks/events require travel and after hours meetings (council meetings, city-university meetings, etc.).