#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Manager, Community Engagement

**Job Number:** X-304 | VIP: 1034

**Band:** EXEMPT - 6

**NOC:** 0124

**Department:** Trent University Durham

**Supervisor Title:** Dean and Head, Trent University Durham GTA

**Last Reviewed:**  June 9, 2021

#### **Job Purpose:**

As a member of the Trent University Durham campus, this individual will represent the University to the community at large through the development and maintenance of relationships with all levels of government, community groups, external agencies and/or interested parties with a focus on raising awareness of the University and cultivating partnerships throughout the Durham region. This individual will also plan and execute key institutional events, manage the Durham office of Marketing and Events, and oversee the office of Workplace Partnerships and assist in the development of emerging external opportunities i.e. Micro credentials. The position will also be responsible for Community Relations budget development and monitoring in consultation with the Dean and Head.

#### Key Activities:

##### Community Engagement

1. Develop Community Relations Plan for Durham Campus.
2. Foster relationships with the Trent Durham and Trent University campus communities in order to identify opportunities for meaningful external engagements relating to research and teaching.
3. Fulfill leadership role in raising awareness of Trent University Durham as a prominent educational institution in the Durham Region by maintaining an awareness of key community issues, events and initiatives and look for opportunities for Trent to participate or collaborate. Plan, develop and implement events and/or programs to promote community awareness.
4. Represent the University with community groups and at community initiatives, organizations, committees and meetings as required by the Dean and Head, Trent Durham.
5. Liaise with Trent University’s Office of the President in managing government relations to ensure alignment with the University’s strategic positioning.
6. Research, recommend and implement partnerships and sponsorships to build profile and engagement.
7. Become actively involved in the community to develop and maintain relationships with key community leaders and organizations, Chambers of Commerce, Boards of Trade, post-secondary partners, etc. and ensure appropriate contact including coordinating the sending of publications, invitations to key events, etc.
8. Assists in the cultivation of philanthropic opportunities identified by the Office of External Relations and Advancement.
9. Define formal and informal stakeholder liaison channels and ensure that those participating are briefed as needed.
10. Take leadership role on certain relationships and/or events, direct special projects, and other duties as required by and for the Dean and Head, Trent University Durham.
11. Maintain up-to-date contact lists for key contacts, influencers and community organizations and ensure they receive Trent releases, newsletter or other communications initiatives.
12. Source and maintain appropriate University-branded merchandise for distribution to relevant stakeholders.
13. Develop and monitor the Durham Community Relations budget.
14. Continue to recruit new members for the Community Advisory Committee and organize meetings to seek feedback, suggestions, opportunities and support.
15. Assist in the planning and execution of large, community-based Trent Durham campus events, including Trent Durham’s annual convocation ceremony.

**Workplace Partnerships**

1. Provides oversight to the office of Workplace Partnerships in developing appropriate internal and external placement opportunities.
2. Research, recommend and implement partnerships and sponsorships to build institutional profile and engagement.
3. Collaborates with Careerspace to develop and promote career-building opportunities for students. Plays an external role by interacting with senior academic and professional bodies to strengthen ties between Trent University and the employer community.

#### Education Required:

Honours University Degree (4 year)

#### Experience/Qualifications Required:

1. Three or more years of directly related work experience in a large organization, preferably in a position with external relations experience.
2. Knowledge of current key issues and developments within the post-secondary sector in Ontario.
3. Excellent written and verbal communication skills. Professional, confident and personable. .
4. Strong organization and project management skills. Attention to detail.
5. Excellent computing skills (Microsoft Office 365, e-mail, web and social media management, database administration).
6. Budgeting experience.
7. The ability to multi-task in a fast-paced environment with rapidly changing priorities.
8. Understanding of principles of external relations including community relations.
9. Knowledge of municipal governance, preferably in the Region of Durham.
10. Strong issues-management mindset.
11. Discretion, tact, diplomacy, maturity – ability to manage confidential information and display sensitivity during difficult situations.
12. Resilience and energy in order to thrive in a fast-paced environment.
13. A valid Ontario driver’s license with access to own automobile preferred.
14. The availability to work evenings and weekends, when required.

#### Supervision:

* Direct responsibility of Coordinator Workplace Partnerships (OPSEU), Marketing and Events Coordinator (OPSEU) and Student staff
* Provide training, guidance and direction, assigning and monitoring work for accuracy and completion and providing input into staffing decisions and performance evaluations.

**Job Evaluation Factors:**

**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. Intense conceptual thinking is required to define the correct path for successful project management, i.e. an adverse difficult situation arises at a University event and the Dean and Head is unavailable for immediate advice.

**Decision Making**

Interacts frequently with VIPS and their staff, and external stakeholders such as media and community leaders. In doing so, the Manager directly represents the University. Sound judgement is required to maintain and cultivate relations with myriad of stakeholders in government, other post-secondary institutions, faculty and in the internal/external communities. Decisions, using sound judgement, are made by the Manager in broad consultation with the Dean and Head.

**Impact**

Decisions taken by the Manager CE have the potential of impacting the public reputation of the University. Work completed is frequently broadcast and shared in the public domain. The management of a media inquiry, for example, has the potential of resolving an issue or extending a controversy, depending on the decisions taken.

The success of events impacts public safety, university reputation and future philanthropic support.

**Responsibility for the Work of Others**

Direct Responsibility for the Work of Others:

* Coordinator Workplace Partnerships (OPSEU)
* Marketing and Events Coordinator (OPSEU)
* Student staff

**Communication**

Internal:

* Dean and Head, Trent University Durham
* President
* PVP, PPG
* Faculty
* Staff
* Students
* TDSA (Trent Durham Student Association)
* Alumni

External:

* Elected/appointed government officials (federal, provincial, municipal)
* Community leadersMedia
* Business leaders
* Post-Secondary Partners
* Economic development agencies, Chambers of Commerce and Boards of Trade
* School boards
* Volunteers
* Consultants
* Printers, suppliers

**Motor/ Sensory Skills**

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

**Effort**

Mental:

* Multi-tasking - Requirement to advance assignments and meet multiple critical deadlines in a fast paced, changing environment
* Diplomacy - Required in 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.

Physical:

* Duration of work day - Work schedule may require extended hours
* Mobility - Tasks/events require travel and after hours meetings

**Working Conditions**

Physical:

* Lifting - Physical capacity to organize for special events/announcements

Psychological:

* Scrutiny - At times, the work environment generates intense scrutiny of work output and key messages that will appear in the public arena
* Stress - Position is part of a department that manages a consistent high volume of work and concurrent projects