

Class No.:	Admin
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Pay Group:	10

MANAGER, COMMUNITY ENGAGEMENT AND EVENTS

NATURE AND SCOPE OF WORK

The Manager, Community Engagement and Events reports to the Associate Vice President, Squamish. The manager contributes directly to the sustained growth and financial success of the campus while supporting internal and external partners in realizing shared goals. This multifaceted position requires a strategic approach to planning and executing purposeful and high-quality events and development activities to ensure the illumination of the Squamish campus academic and community-serving vision. The role involves conducting research and analyzing trends to identify partnership and event hosting opportunities, and is responsible for developing and implementing strategies through events, partnerships, and short-term rentals. This includes managing all elements of events, such as contract negotiations, planning, logistics, execution, and evaluation. Financial management is a key aspect, with responsibilities including budget preparation, monitoring financial performance, and ensuring initiatives meet financial targets.

The Manager, Community Engagement and Events works in collaboration with the Marketing and Digital Experience team and external partners to create and execute marketing strategies that effectively promote campus events and activities. Building and maintaining strong relationships with key external partners, such as businesses, government agencies, and community organizations, is a crucial aspect of the role. The Manager, Community Engagement and Events provides exceptional customer service, addressing inquiries and resolving conflicts to maintain the institution's reputation. Additionally, the role involves recruiting, training, and leading staff and volunteers, fostering a collaborative work environment, and ensuring compliance with institutional policies and regulatory standards. The position also identifies and leads the submission of proposals or grants to support the strategic goals of the Squamish campus.

ILLUSTRATIVE EXAMPLES OF DUTIES

- Conduct market research and analyze trends to identify opportunities for partnerships, event hosting, and other development activities.
- Develop and implement strategies through new and existing events, partnerships, and short-term rentals as appropriate.
- Conceive, plan, and manage all elements of events under, including coordination, logistics, contract negotiations, execution, and evaluation.

- Scope and onboard relevant and high-quality partnerships and services that meet community needs and industry standards.
- Prepare and manage budgets for various activities, ensuring financial sustainability and accountability. Monitor financial performance to ensure that initiatives meet financial targets.
- Develop marketing strategies in collaboration with Marketing and Digital Experience, and external partners to promote activities and events effectively. Utilize various marketing channels, including digital, print, and events, to reach target audiences.
- Develop and maintain strong relationships with key external partners, including businesses, government agencies, and community organizations, and represent CapU at various external community and partner events.
- Provide excellent customer service, addressing inquiries, concerns, and feedback promptly and effectively. Identify conflicts and resolve complaints and disputes to ensure satisfaction and maintain institutional reputation.
- Recruit, train, lead, and evaluate staff and volunteers, providing vision, motivation, and guidance. Foster a collaborative and supportive work environment, coordinating work efficiently with multiple deadlines.
- Ensure that all activities comply with institutional policies and procedures, regulatory requirements, and accreditation standards. Where new procedures are needed, work to ensure sustainable operations through documentation and consultation. Collaborate with Risk Management and Facilities to ensure the safety and well-being of event participants and staff.
- Identify, scope and lead submission of proposals or grants in support of strategic goals for the Squamish campus.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Demonstrate in-depth knowledge and experience in event planning, logistics management, and contract negotiations. This includes understanding the complexities of hosting various elements of events, managing budgets, and ensuring compliance with institutional policies and procedures.
- Strong oral and written communication skills, including public speaking and presentation abilities.
- Excellent interpersonal skills for building and maintaining relationships with diverse partners.
- Ability to analyze complex situations and develop effective solutions.
- Proficiency in relevant software and tools, including Microsoft Office Suite, project management software, event planning systems, and data analysis tools.
- Ability to work under pressure, manage multiple tasks simultaneously, and adapt to changing priorities and environments.
- Demonstrated commitment to continuous learning and professional development to stay current with industry trends and best practices.

REQUIRED TRAINING AND EXPERIENCE

- A Bachelor's degree in a relevant discipline such as business administration, education, marketing, event management, public relations, or a related field
- A proven track record in advancing partnership and strategic initiatives.

- Ten years of progressive experience in one, or a combination of, the following: event management, business development, partnership engagement, grant procurement and activation, or non-profit leadership.
- Demonstrated experience with event management.
- Demonstrated experience with volunteer management.
- Demonstrated experience with project management methodologies.
- Demonstrated experience with financial management.
- Demonstrated experience in digital marketing and communications.