#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Director, Athletics & Recreation

**Job Number:** X-078 | VIP: 1013

**Band:** EXEMPT- 10

**Department:** Athletics & Recreation

**Supervisor Title:** Vice-President, Finance & Administration

**Last Reviewed:**  March 31, 2011

#### **Job Purpose:**

#### Responsible for strategic planning, fiscal and human resource management, risk management and program planning, delivery, and review, the Director, Athletics & Recreation will:

* Demonstrate superior leadership including the development and execution of a multi- year strategic plan (long and short term) that facilitates department and University objectives and advances the department mission.
* Lead the athletics & recreation team.
* Cultivate and sustain effective working relationships within the university and the broader community.
* Develop and implement successful fundraising strategies.
* Develop and implement a department budget that meets strategic objectives.

#### Key Activities:

1. To create and continually update a progressive long-term vision and plan for Trent University Athletics that best serves the objectives of the students, the Department and the University, while maintaining financial viability.

* Strategically plan the business in regard to potential new revenue streams, strategic partners in facility and program development, potential fund raising opportunities that will further the operation, and marketing partnerships that will enhance exposure to the market.
* Strategically plan the overall direction of the department ensuring the facilities are safe, and current in regard to both needs and wants of students, community members, community sport groups and renters of facilities.
* Ensure the infrastructure, qualified staff and finances are available for creative programming that meet the needs of students, while contributing to the health and wellness of students, staff, faculty, and the community at large
* Update plan semi-annually.

1. Responsible for the overall business plan of the Athletics operation and the facility.

* Athletics operates as an Ancillary to the University and therefore is self-funded. The Director is responsible for generating funds annually to offset the operating budget while managing the repayment of the $12M mortgage to the Board over time. one third should be generated from student fees; one third must be generated from community membership; one third must be generated from various revenue streams including Children’s camps, swim lessons, vending, tenants, community programming etc. Failing to do so will result in a deficit which must be managed – staff layoff, reduction in operations etc.
* To plan, implement and evaluate revenue generating programs and businesses that will enable the department to improve the quality and volume of its operation serving the community, while limiting the financial burden on students. The objective is to grow the business and resulting revenue, thus reducing the dependency on student fees.
* To be accountable for the financial outcomes.

1. Planning the HR needs of the department and performing essential tasks including hiring, supervision, evaluation and firing if required of 7 full time staff, and indirect supervision of 6 full time and 7 part time OPSEU staff and and160 student staff and 36 varsity coaches. Responsible for the overall business plan of the Athletics operation and the facility.

* To manage the HR operation of the facility operating 364 days per year.

1. To manage the varsity program.

* To hire supervise, mentor, evaluate and if necessary, fire 36 varsity coaches who coach 320 varsity student athletes throughout the year.
* To provide resources and support in servicing an increasingly challenging varsity operation: eliminating hazing, providing drug awareness training, meeting increasingly demanding health and safety and health risks associated with sport including contagious disease, head, and impact injuries; provision of competitive training requirements.
* Task includes managing the schedules, travel, accommodation, facilities, media and digital reporting, and health and safety of 18 varsity teams, 320 student athletes travelling across the province, country as well as internationally.
* Coordinate the academic eligibility checks, strength and conditioning programs, medical coverage, and management of behavioural issues with student athletes involved.
* To represent the university in all leagues OUA, OCAA, CIS, CCAA, CUFLA

1. To work directly with staff in the development of program plans for Aquatics, Campus Recreation, Fitness, Facility Rental, Community Membership, and community programming.

* To establish program guidelines for each operation with staff including safety, financial requirements – both revenue and expenditure, facility use and priority, linking each to the overall business plan.
* To measure the overall effectiveness of each and adjust according to the outcomes.

1. To build partnerships with the community in order to maximize resources while furthering the objectives of Trent Athletics and the University.

* Build partnerships with local sport organizations, and media to improve the quality of the varsity program, to provide health and fitness opportunities to the community, to provide media exposure for the university, and to develop both a volunteer base of support and potential revenue source to help contribute to the Athletics business objectives.
* To build partnerships with various business and community groups to enhance the fund-raising potential of the university.
* To build media partnerships to gain exposure for the university and the various programs.
* To build partnerships with the academic units to further the joint objectives of the academic programs and university athletics.
* To build partnerships with student governments stakeholders to further the joint objectives of the student government and university athletics.

1. To manage the facilities, including use, maintenance, repair, and expansion.

* As an ancillary all operating, maintenance and capital improvements must be self-funded. The Director must strategically manage the operation as to maximize use and the efficiency of the facilities, while being cost effective. It is critical that the facility be both maintained to ensure community satisfaction on a daily basis that will generate $2M of sales per year in order to satisfy the operating requirement yet be realistic and logical as to not overdo the expenditures.

1. Fundraising.

* To work with the Advancement Department in raising money for student awards and Bursaries, for capital improvements, for varsity sport program and assorted other projects.
* To direct Athletics staff and together both fundraise and generate sponsorship to help offset the annual operating costs of the department.

1. To plan and operate major events.

* To seek, develop event bids, secure, operate and evaluate major events that generate publicity for the university, enhance the profile and quality of the programming at Trent, while generating revenue for Conferences, Athletics, and the community at large.
* Examples: World Women’s Under 19 Lacrosse Championships; CIS Women’s Rugby Championships; Canadian Special Olympics; High school tournaments, various fund-raising events etc.

1. Marketing

* To manage the marketing operation with staff to ensure the community membership, community rental groups, community swim, fitness, children’s sport camp and various other business operational targets are met.
* To ensure the marketing program is consistent with the overall strategy of the business plan and works with the overall Trent communications and marketing objectives.

#### Education Required:

* University degree (Honours required; graduate level preferred) in Business Management/Sports Management or a related field (Physical Education, Kinesiology)

#### Experience/Qualifications Required:

* Minimum of 7 years’ experience of demonstrated success in progressively senior management positions.
* Knowledge of inter-university sport and a commitment to creating an environment of excellence for athletes and opportunities to enhance the quality of student life.
* Senior leadership experience in the areas of organizational, financial, and human resource management.
* Proven ability in human resource management, hiring, supervising, and evaluating staff.
* Strong business acumen with excellent budgetary and entrepreneurial experience.
* Demonstrated strategic planning skills.
* Exceptional communication and relationship building skills.
* Superior judgment, tact, problem-solving and decision-making skills.

**Job Evaluation Factors:**

##### Decision Making

##### The Director of Athletics is responsible for all aspects of the operation, and accountable to the Vice President, Finance and Administration. The position is responsible for all financial decisions, all HR decisions, all community partnership decisions, all planning and facility development decisions and all decisions related to all programmes and operations and subsequent media attention.

##### Impact

##### Given the area of responsibility, decisions made by the Director of Athletics may have significant impacts on the university in a number of ways. Financially, the current plan for the Athletics includes increasing revenue in order to offset an expansion of full-time staff, increases in the operating cost of the facility and to pay for the $12M capital expansion mortgage. The Department has borrowed $12M from the university and the Director is responsible for managing the various review streams and the operating budget to ensure the principal and interest payments are made yearly, while generating revenue annually to offset the operating budget. Failing to do so will result in staff layoff and programme/ service reduction, and/ or limited facility repair and maintenance.

##### Programmes offered provide significant coverage and represents the university in the media throughout the year. Given the nature of the business, health and safety issues for the 1,500 – 2,000 daily visitors, this position is accountable for the condition of the facility and all programmes and activities offered.

##### Communication

*Internal:*

* Associate VP Student Affairs – high level updates on operations
* VP Administration – accountability for financial viability
* Director of Communications and the communications staff – activities that are newsworthy, or to gain advice on potential issues in the media and in the community
* RO – recruitment of student athletes
* PRD – Maintenance of the facility
* PRD – Capital development

*External:*

##### Community sport organizations

##### All regional sport and news media

##### 18 universities in Ontario and 32 Colleges

##### Officials in the various sport leagues in which Trent competes

##### Various community agencies (five counties, Kinark, Big brothers/Sister etc.

##### Various Government organizations – grants

##### City of PTBO – Land agreements

##### Rental groups

##### Boards of Educations

##### Suppliers

##### Potential students and parents

##### Current and Potential donors

##### Other universities and colleges

##### Motor/Sensory Skills

##### Skill Type

##### Using a computer

##### Attending meetings, events

##### Inspecting the facility – indoor and outdoor.

##### Sensory Skills

##### Hearing or capacity to understand oral communication

##### With assistance of any device, the ability to read

##### Effort

*Mental:*

* Sustained concentration in meetings, negotiations etc.
* Spontaneous decision making – with students and community members, in regards to discipline, public relations, sponsorship and finance.

*Physical:*

##### Ability to attend various programmes and activities to help to evaluates their effectiveness.

##### Attending various varsity, community programme, campus competitions and events.

##### Travel – various meetings across the province and country for Sport Conference meetings

##### To work as a Board Member of the OUA, OCAA and chair various committees and task forces.

##### Working Conditions

*Physical:*

* N/A

*Psychological:*

* Managing conflict on a daily basis with students, community members and groups and internally at Trent
* Mentoring and counselling student athletes, and working with families in regards to academics, or personal situations