#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Manager, Community Engagement

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

**Band:** EXEMPT- 7

**Department:** Trent University Durham

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

**Last Reviewed:**  January 6, 2023

#### **Job Purpose:**

The Manager, Community Engagement represents Trent University Durham to the community at large through the development and maintenance of relationships with municipal government, community groups, industry, external agencies, and/or interested parties with a focus on raising awareness of the University and cultivating mutually beneficial partnerships throughout the Durham Region. This individual is responsible for the design, organization, and implementation of significant and external facing University events, including Convocation. The individual will manage the Durham office of Communications and Media Relations and oversee the office of Workplace Partnerships & Experiential Learning and assist in the development of emerging external opportunities. The position will also be responsible for Community Relations budget development and monitoring in consultation with the Dean and Head.

#### Key Activities:

***Community Engagement:***

* Develop Community Relations Plan for Durham Campus.
* Foster relationships with the Trent Durham and Trent University campus communities to identify opportunities for meaningful external engagements relating to research and teaching.
* 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.
* Represent the University with community groups and at community initiatives, organizations, committees, and meetings as required by the Dean and Head, Trent Durham.
* Research, recommend, and implement partnerships and sponsorships to build profile and engagement.
* Lead relationship development and management with key industry and community leaders, local and regional organizations, Chamber of Commerce, Boards of Trade, and post-secondary partners. Work with the Communications Officer and Dean and Head to promote campus engagement and ensure streamlined, effective messaging and communication.
* Assist in the cultivation of Durham-based philanthropic opportunities identified by the Office of External Relations and Development.
* Define formal and informal stakeholder liaison channels and ensure that those participating are briefed as needed.
* Provide leadership role on relationships and/or events, special projects, and other duties as required by and for the Dean and Head, Trent University Durham.
* Maintain up-to-date contact lists for key contacts, influencers, and community organizations and ensure they receive Trent releases, newsletter, or other communications initiatives.
* Source and maintain appropriate University-branded merchandise for distribution to relevant stakeholders.
* Develop and monitor the Durham Community Relations budget.
* Coordinate and oversee the Durham Community Advisory Committee including the recruitment of new members, goal setting, meeting logistics, minute taking, reporting feedback and opportunities to enhance campus presence and operations to PVP or the BoG as required.
* Collaborate on Trent University Durham’s United Way campaign to increase contributions towards a successful funding campaign.
* Respond and participate in community initiatives, events, and other needs often including early morning, late night, and weekend engagements.
* Assist in the planning and execution of large, community-based Trent Durham campus events, including Trent Remembers, National Truth and Reconciliation Day, and Black History Month activities.

***Municipal Government Relations:***

* Represent Trent Durham GTA at municipal, regional, and provincial initiatives, and events, including annual budget consultations, ad hoc committees and roundtables, and announcements seeking input from the Executive Director, Office of the President where necessary.
* Liaise with Trent University’s Office of the President in managing provincial and federal government relation initiatives and opportunities to ensure alignment with the University’s strategic positioning.
* Identify emerging issues, announcements, and grant opportunities; recommend or implement appropriate action.
* Coordinate logistics for government funding announcements, press conferences, VIP tours, and meetings.
* Maintain up to date lists local elected officials and key staff in the eight municipalities of the Durham Region.
* Implement relationship building plans including develop and maintain 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.
* Develop positive relationships with elected officials and key municipal staff to advance Trent University Durham’s plans in the Region.

***Convocation:***

* Work closely with the Manager, Convocation and Alumni Relations to plan and execute Trent University Durham GTA Convocation ceremonies and related events.
* Assist with the development of the Order of Ceremonies and stage directions for the President, Chancellor, Deans, and faculty.
* Recruit, train, and supervise 30 or more volunteers consisting of staff of all levels, faculty, students, retirees, and external community groups.
* Collaborate and prepare communications material for Durham Convocation (website, programs, information for visitors and university community, invitations). Respond promptly and professionally to inquiries from the public, graduates, guests, and the community.
* Support the negotiation of contractual agreements and act as primary contact with external organizations including Tribute Communities Centre, audio visual company and individual contractors, and City of Oshawa Economic Development Services, Administration.
* Create and execute appropriate back-up plans and contingencies for potential issues (security, illness etc.) to ensure success of convocation ceremonies. Trouble-shoot issues and make immediate decisions as required to adapt to unforeseen challenges.
* Coordinate with post-secondary partners in the Durham Region on convocation dates, set-up, and developments and adjust accordingly.

***Workplace Partnerships & Experiential Learning:***

* Manage Team Lead, Workplace Partnerships & Experiential Learning and Experiential Learning Assistant. Responsible for overseeing the recruitment, training, and performance management of these positions.
* Supports and promotes experiential learning to community partners. Represent Trent Durham in EL-related municipal partnerships including TeachingCity & City Studio Durham.
* Provides oversight to the office of Workplace Partnerships and Experiential Learning in developing appropriate internal and external placement opportunities.
* Research, recommend, and implement partnerships and sponsorships to build institutional profile and engagement.
* Work with Trent University Advancement to develop fundraising opportunities, grant applications, and identify new community partners.
* Promote academic and co-curricular programming, as well as student needs and interests to employers and industry contacts as aligned with their needs.
* Support the development of annual WPEL strategic plan and work cycle.
* Collaborate with Careerspace to develop and promote career-building opportunities for students in the Durham Region.

***Communications:***

* Manage Communications and Media Relations Officer. Responsible for overseeing the recruitment, training, and performance management of this position.
* Work to improve existing and develop new internal and external communication channels at Trent University Durham in consultation with the Communications Office.
* Works to develop new and streamline existing internal and external communications with the Trent community.

#### Education Required:

* Honours University Degree (4 year).

#### Experience/Qualifications Required:

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

#### Supervision:

* Direct responsibility of Team Lead, Workplace Partnerships & Experiential Learning (OPSEU), Experiential Learning Assistant (OPSEU), Communications & Media Relations Officer (Trent Durham) (EXEMPT), student staff, convocation volunteers (20).
* 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. The output of the work is public in nature and attention to both the accuracy of published work, but the tone and context, especially with regard to relationship development and a balanced approach to municipal issues. 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 are made by the Manager on messaging, commitment of resources, and reacting to difficult issues. In broad consultation with the Dean and Head, the manager is required to use sound judgement where issues unexpectedly arise.

**Impact**

Decisions taken by the Manager CE impact 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 scale and organization of events impacts public safety, university reputation, community relationships, and future philanthropic support.

**Responsibility for the Work of Others**

Direct Responsibility for the Work of Others:

* Team Lead, Workplace Partnerships & Experiential Learning (OPSEU)
* Experiential Learning Assistant (OPSEU)
* Communications & Media Relations Officer (EXEMPT)
* Student staff
* Volunteers

**Communication**

Internal:

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

External:

* Elected/appointed government officials (federal, provincial, municipal)
* Community leaders
* Media
* 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 workstation 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 workday - 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