

Job Description

Job Information

Position Number: 297497
Job Title: Engagement & Outreach Manager
Grade: NU05
Manager's Title: Associate Dean, Student Success
Department: Faculty of Engineering & Design
Date: November 2021

Job Summary

Reporting directly to the Associate Dean, Student Success, the Engagement & Outreach Manager oversees outreach and recruitment initiatives, while developing, maintaining, and implementing a strategic plan to ensure current Faculty goals are being met. Fosters industry partnerships, and manages financial needs and engagement with stakeholders. Manages day-to-day operations of the Engagement team

Key Accountabilities

Planning and Coordination

- In consultation with the Associate Dean, Student Success, determines and develops long- and short-term goals, strategic planning, and program development for recruitment and outreach activities
- Prepares outreach to various stakeholders in the form of relevant presentations and communication material
- Researches best practices for outreach and recruitment activities
- Conducts analysis to support decision making regarding recruitment and outreach activities

People Leadership

- Oversees unit-level workforce planning with a focus on resource and talent requirements
- Leads recruitment and staffing actions
- Manages day-to-day operations; prioritizes and delegates work; develops and implements training plans and programs; ensures work quality and completion; and manages scheduling and attendance
- Provides guidance and advice on escalated and challenging issues
- Conducts on-going performance management and annual reviews
- Monitors office culture and productivity and intervenes when necessary

Stakeholder Relationship

- Participates on internal committees and working groups, provides input and advice, and undertakes research and information gathering to make informed decisions
- Collaborates with other department administrators (in FED and other Faculties) and Associate Chairs to resolve issues and challenges and to deliver programs and services
- Communicates with external bodies inside and outside Canada as required

Financial Management

- Assists with preparation and verification of budget submissions and on-going expenditure monitoring and variance reporting related to recruitment and outreach activities, including procurement, funding applications, and reporting requirements to stakeholders

Operations

- Maintains current industry partnerships by ensuring to provide adequate opportunities and recognition. Researches and develops new partnerships, while ensuring alignment of goals
- Researches, develops and leads efforts to increase and encourage diversity in outreach initiatives, and the Faculty's programs
- Establishes and continues to build partnerships and meaningful relationships with related organizations
- Provides communication advice and develops plans for special projects and special events
- Profiles activities and accomplishments of the Engagement Team to promote awareness internal and external to the University
- Ensures adequate resources and support is available to staff delivering programs. Assesses, reviews and implements changes to outreach initiatives
- Oversees Faculty Recruitment efforts. Including events that attract high-school students to Carleton such as University-wide Recruitment events (March Break Day, Fall Open House), FED Recruitment events (Saturday Engineering and Design Sessions, Design Days) and ongoing FED Recruitment activities (High School visits, participation in fairs, Student for A Day, facilities' tours)
- Oversees Faculty Outreach efforts. Including programs that develop youth's interest in STEM (Science, Technology, Engineering and Math) and that cater to underrepresented groups, such as Summer Camps, School Workshops, Saturday Clubs, Special Events, After-school programs, Go Eng Girl, and Go Code Girl
- Provides direction to Coordinators and ensures proper delegation of tasks

Job Requirements

Core Knowledge, Education and Experience

- Knowledge of diplomatic protocol
- Exceptional outreach skills
- Exceptional writing, editing and proofreading skills
- Strong interpersonal skills with the ability to interact successfully with individuals at all levels
- Knowledge of the Ontario university educational system, admissions criteria and university programs; previous interaction with secondary school-aged students, guidance/educational counsellors, and teachers preferred
- Experience in developing activities which engage members of underrepresented groups in the engineering and technology profession
- Strong organizational skills
- Strong oral communication skills
- Exceptional initiative, reliability and judgment
- Ability to prioritize and juggle many tasks as well as work with several project leaders
- Ability to work collaboratively as part of a team
- Exceptional attention to detail

- Ability to work with minimal supervision
- Ability to be flexible and change direction as necessary
- Knowledge of the University's strategic priorities and goals as well as policies and procedures
- Ability to effectively interact with youth in a positive manner
- Ability to recognize strategic opportunities
- Motivation and initiative to pursue opportunities

Education

- Completion of an Honours undergraduate university degree, preferably in Engineering, Information Technology or Computer Science

Experience

- Minimum of four years' experience in outreach activities, preferably in an academic or not-for-profit organization. Experience coordinating the activities of a team. Experience developing programs for youth. Familiarity with the recruitment processes of higher education institutions. Experience coordinating activities with stakeholders internal and external to their institution

Communication and Stakeholder Management

- Builds, maintains, and interacts across a range of internal stakeholders with focus on provision of program, process, service, and problem resolution
- Consults with relevant stakeholders, understands content and context, provides advice and guidance
- Explains, clarifies, and exchanges technical, process, and procedural information
- Fields and responds to challenging interactions with a range of stakeholders understanding policy and procedure as well as the perspective and position of management
- Builds and maintains relationships between and across academic units, business departments, and external stakeholders

Problem Solving and Decision Making

- Develops communication messages and materials for a range of situations and needs
- Identifies issues, consults, collaborates, and follows policies, procedures, and processes.
- Provides ideas and suggestions to improve work processes
- Acts autonomously and with independence to make day-to-day operational decisions, while operating within context of policy, and accepted professional standards
- Develops solutions to address program and service needs and challenges requiring integrative thinking
- Able to multi-task efficiently

Impact

- Impacts efficiency and effectiveness of development and delivery of programs and services
- Contributes to the reputation and/or public images as a consequence of direct interaction with external partners
- Contributes to financial stewardship through account and budget monitoring, forecasting, projections, and reporting

Leadership and Development of Others

- Familiarizes new employees with tasks, duties, practices, and processes

- Delegates workload, assigns tasks, manages schedules, manages leaves, and recommends training and development
- Provides day-to-day coaching, mentoring, direction, and support
- Evaluates performance, gives feedback, and undertakes disciplinary actions within limits of authority

Physical, Visual, Auditory, and Concentration Demands

- On-going requirements for computer-based work and attendance at meetings

Working Environment

- Works in office environment

Manager's Signature: _____ **Date:** _____

Employee's Signature: _____ **Date:** _____