PEA Job Description

1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>992085</th>
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<tbody>
<tr>
<td>Position Title:</td>
<td>Community Engagement and Projects Coordinator</td>
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<tr>
<td>Department:</td>
<td>Campus Planning and Sustainability</td>
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<td>Reports to:</td>
<td>Director of Campus Planning and Sustainability</td>
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<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct 0 Indirect 0</td>
</tr>
<tr>
<td>Classification Level</td>
<td>SG5</td>
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<tr>
<td>Last Updated</td>
<td>June 2018</td>
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2. Position Summary

The Office of Campus Planning and Sustainability (OCPS) formulates and implements campus planning directions as set out in the Campus Plan and coordinates the implementation of the Sustainability Action Plan: Campus Operations. Activities include consultation and outreach, research, developing preliminary and final plans for short and long range campus planning projects and undertaking the preparation of land use studies, impact analyses, area plans, transportation assessments and various reports related to planning and sustainability topics.

Reporting to the Director of Campus Planning and Sustainability, and working in collaboration with the Sustainability Coordinators, this position serves as a coordinator in planning and implementing a community engagement strategy including events and outreach that support the advancement of the Sustainability Action Plan, the Campus Plan and capital projects.

Duties include, planning and implementing community engagement events, preparing communication materials, developing engagement plans and evaluation/reporting systems, participating in special events, and providing advice and recommendations on engagement and implementation strategies related to the Campus Plan and the Sustainability Action Plan: Campus Operations.

The Coordinator is required to develop and maintain excellent working relationships with operational departments, student groups, personnel from other post-secondary institutions, the research and teaching units of the university and the broader community.

3. Key Responsibilities and Expectations

<table>
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<th>Key Responsibilities.</th>
<th>Expectations:</th>
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<tr>
<td>% of time</td>
<td>Community Engagement Planning and Implementation 50%</td>
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<td>• Plan, coordinate and deliver sustainability education and outreach for existing annual community engagement events such as; new student orientation, Bike to Work Week, Love-a-mug Week, Fair Trade Campus Week among others. This includes:</td>
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<td>o identifying key/secondary messages</td>
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<td>o developing stakeholder input strategies</td>
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<td>o managing target dates for milestones/completion</td>
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<td></td>
<td>o identifying key deliverables</td>
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<td>o developing implementation materials and/or personnel resources</td>
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- creating budgets and managing ongoing costs to support communications and engagement strategies.
- Assist the Sustainability Coordinators in the planning and implementation of programs, activities, and other efforts in support of the achievement of the Sustainability Action Plan goals.
- Assist the Director with the development of community engagement strategies and key messages in support of Campus Plan implementation studies, reports and capital projects. This requires working directly with external consultants to develop and carry out community engagement activities related to studies, reports and capital projects.

### Communications 30%
- In consultation with the Director, and in coordination with University Communications and Marketing (UC+M) develop a communications strategy in support of OCPS events.
- Develop and deliver social media content, graphics, in-person meetings, email communications, website content and updates, to assist with the advancement of sustainability initiatives.
- Identify and advise the Director of urgent or sensitive issues of community interest and coordinate the development of formal communication responses to the media and/or public.
- Proactively align communication materials with UC+M standards and policies around internal communication.
- Review and approve communications materials prepared by work study and coop students.
- Ensure messages from the Office are properly reflected in communications to internal and external stakeholders.
- Prepare and/or assist in developing and refining correspondence (letters, briefing notes, reports etc.), presentations, speaking notes for institutional events and urgent time-sensitive materials with non-negotiable timelines.

### Research and Reporting 20%
- Develop and implement evaluation metrics and reports that help determine the effectiveness and impact of community engagement strategies delivered by OCPS.
- Research, recommend, and report on industry best practices and emerging trends in campus planning and sustainability initiatives at peer institutions.
- Provide updates and reports to the Director on the implementation of initiatives and activities in support key OCPS initiatives and projects.

### 4. Classification Factors:

**Problem-Solving:**
- Service delivery, project and partnership activities require analysis of varying problems as well as judgment. Investigation may be required to modify methods and procedures.
- Ability to isolate key messages, identify audience needs and find the appropriate communication vehicle.
- While assistance from the Director is available, the Community Engagement and Projects Assistant is expected to be competent and self-motivated to study, research, and make recommendations.
- Working on projects will require innovative thinking in coordinating and managing workload with multiple competing and changing priorities to nonnegotiable timelines.
Responsibility for Financial & Material resources:

Financial:
The Coordinator has responsibility for the handling of small transactions; the recording and checking of amounts; the ordering of small quantities of supplies; the authorizing of small payments; the submission of requests for resources related to events and communications materials.

Material:
The Coordinator has responsibility for the maintenance of small quantities of supplies; the processing, maintenance and security of records.

Responsibility for Human Resources:

- This position has no direct supervisory responsibility, but does review, approve and provide feedback on communications materials prepared by co-op and work study students.

Impact of Decisions and Actions:

- Collaborative involvement in decision-making has a major impact on the determination of the objectives, and the evaluation of specific projects, programs or services of the OCPS.
- Responsible for increasing understanding of Office projects, initiatives and services to students, faculty, staff and broader community.
- Responsible for fostering and facilitating inter-departmental communication opportunities to increase engagement and awareness about the OCPS.
- Responsible for collaborative development and maintenance of engagement plans in support of OCPS key initiatives and priorities.

Independence:

- Decisions are guided by UVic communications and marketing guidelines, policies and procedures along with industry best practices.
- Position is self-directed with work generated by annual OCPS key initiatives and consultation with the Director and AVPFO around work plans, objectives and emerging issues.
- Provides advice and informed recommendations for internal engagement strategy.
- Independently assesses, recommends and implements effective internal engagement channels.
- Issues that are complex or sensitive in nature or deviate from policy are referred to the Director to ensure collaborative decision making.
- Work is reviewed for effectiveness upon completion of projects or major phases of projects.

5. Summary of qualifications

A Bachelor's degree and at least two years of experience directly related to the duties and responsibilities specified (communications, community engagement, urban planning, sustainability, etc.).

Equivalent combinations of education, experience and training may be considered.

Experience and knowledge requirements include:

- Strong technological aptitude and working knowledge of standard office equipment and software, technology-based communications media and desktop publishing
- Strong verbal and written communication skills, ability to adapt writing style to a variety of purposes and audiences, as well as good editing skills are essential
- Strong knowledge of social media best practices, technologies and platforms, including Hootsuite.
- Demonstrated, strong interpersonal and customer service skills
- Demonstrated ability to establish and maintain relationships by working effectively with a wide range of individuals and constituencies in a diverse community
- Event coordination
- Demonstrated graphic, photo and video editing skills
- Knowledge and ability to apply project management practices to communications activities
- Ability to organize and prioritize high volumes of tasks and correspondence to meet multiple deadlines

The following are considered to be assets:
- Experience and knowledge of current and emerging trends in sustainability, urban planning and higher education

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<th>Manager's/Supervisor's Signature</th>
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