**PEA Job Description**

### 1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>992502</th>
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<tbody>
<tr>
<td>Position Title:</td>
<td>Manager - Marketing, Communications and Engagement</td>
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<tr>
<td>Department:</td>
<td>University Food Services</td>
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<td>Reports to:</td>
<td>Director, University Food Services</td>
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<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct 0 Indirect 1</td>
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<tr>
<td>Classification Level</td>
<td>SG10</td>
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<tr>
<td>Last Updated</td>
<td>August 2017</td>
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### 2. Position Summary

As a unit within the Student Services portfolio and the Division of Student Affairs, University Food Services (UNFS) is responsible for the overall development, delivery and strategic management of the University’s self-operated, campus food program that includes retail dining, residential dining, and Degrees Catering services. UNFS is a highly visible campus service that directly impacts all students, staff, faculty, and visitors on a daily basis. Food Services is frequently linked to a number of major national student satisfaction indicators and is purposefully profiled in recruiting efforts and publications related to campus life. UNFS focuses on exceeding post-secondary service delivery standards articulated by CAS (Council for the Advancement of Standards), CCUFSA (Canadian College and University Food Services Association), and services offered at comparator institutions. UNFS is always mindful of engaging in benchmarking and proactive research related to themes that include sustainability, health and safety, labour relations, food costing and inventory management, menu development, customer service, and marketing/communications. UNFS fosters/leads a number of strategic relationships with both external and internal University stakeholders in order to deliver on departmental, divisional, and institutional strategic objectives. UNFS recognizes opportunities to integrate best-practices from the broader hospitality industry while being mindful of the need to adjust for specific University requirements.

Reporting to the Director, Food Services, the Manager holds responsibility for managing a comprehensive and integrated strategic marketing, communication, events and campus engagement plan for University Food Services. The Manager works with department managers and staff, Uvic students, and strategic partners to identify, develop and deliver initiatives that effectively promote, enhance and publicize the department and its activities. The Manager plays a key leadership role in the advancement and growth of UNFS corporate agreements and vendor relationship management.

Due to the departmental hours of operation and events/activities, this position requires energy, enthusiasm and a willingness to work flexible hours including evenings and weekends in direct support of the department’s program offerings.
### 3. Key Responsibilities and Expectations (identify 3 to 5 key responsibilities and expectations for each)

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<tr>
<th>Key Responsibilities, % of time</th>
<th>Expectations</th>
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| **Marketing & Communications, and Engagement 60%** | • Collaborates with UNFS management team to develop, implement and measure a strategic marketing and communication plan.  
• Plays a key leadership role in the advancement and growth of University Food Services and associated campus engagement activities.  
• Manages an effective program to promote, enhance and publicize UNFS, events, services and facilities.  
• In collaboration with UNFS Management, responsible for the planning, preparation and execution of UNFS events.  
• Responsible for interpretation and execution of University policies related to social media, marketing, communications and event management (and including web content).  
• Develops a variety of communications materials included but not limited to annual reports, articles, new releases, newsletters, etc.  
• Proactively seeks opportunities where UNFS news could be featured  
• Provides guidance, direction and training in to UNFS staff on developing web content, graphics, photos, videos, social media platforms and departmental graphic standards for all media.  
• Ensures that all communication materials are on-brand, and within University marketing and communications standards and guidelines.  
• Manages social and digital media strategies, digital assets including department web sites, digital signage, and social media properties.  
• With UNFS Management input develops, implements and maintains departmental communication tools including policy and protocol tools and employee handbooks. |
| **Development 25%** | • Participates and negotiates as a key member of the management team all major vendor agreement meetings to define value add opportunities.  
• Ensures that departmental sponsorship priorities are achieved and servicing plans are executed to maximize revenue opportunities.  
• Oversees Food Services AGRs to lever marketing and sales volume incentives, rebates and discounts.  
• Works with major Strategic food supply partners (Pepsi, GFS, Sysco) to maximize revenue opportunities. |
General administration 15%

- Responsible for gathering, analyzing and presenting department central program metrics, evaluation and reporting.
- Represents the department on related internal and external committees.
- Liaises and maintains positive relationships with other campus constituents to ensure the successful implementation of the annual plan and department priorities.
- Member of management team, participating in departmental planning and decision making at a high level.

4. Classification Factors:

Problem-Solving:
Develops strategic plans and interprets, evaluates and adapts procedures, policies and precedents. Investigates and uses innovative thinking to develop new methods and procedures in accordance with University Communications and Marketing policies and standards.

Responsibility for Financial & Material resources:
Shared responsibility for related operating accounts with an approximate value of $50K. Responsible for two websites and related social media accounts Signing Authority of $1,500 Shared responsibility with the UNFS Leadership Team for increasing revenue potential.

Responsibility for Human Resources:
Provides supervision to additional temporary and student staff as required. Provides guidance, direction and training in to UNFS staff on marketing and communication practices and tools.

Impact of Decisions and Actions:
Working collaboratively with UNFS managers, this position is responsible for the development and implementation of marketing and communication strategies, plans, processes and materials. The outcomes of UNFS marketing and promotion goals and plans have a major impact on the advancement of UNFS services and revenue generation.

Independence:
The Manager has the authority to develop new marketing and sponsorship activities and adapt existing methods and procedures to meet the needs of UNFS in accordance with University Marketing & Communications practices, procedures and policies and based on an assessment of the needs of managers and customers. The position facilitates decision-making on UNFS marketing, sponsorship and vendor relationship strategies with the UNFS Leadership Team. Work is reviewed on the basis of results.

5. Summary of qualifications: What is the minimum amount of education, training and experience required to perform the duties of the position?

Bachelor's Degree in marketing and/or communications and at least 3 years’ related experience.

Experience must include:
- Strategic planning and development (including business plans, project scheduling)
- Strategic web management
- Marketing and communications
• Experience effectively navigating and using standard office equipment and related software (MS Office, social media, web content management software, databases, etc)

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

Preference may be given to work experience gained in a post-secondary, food services or similar organization and environment.

In addition, this position requires:
• a team player with demonstrated commitment to the departments vision, purpose and values
• ability to juggle multiple tasks and deadlines at once
• strong oral and communication skills
• effective time management and prioritization skills
• attention to detail and strong organization skills
• demonstrated knowledge of generally accepted business techniques, tools and resources

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<th>Employee’s Signature:</th>
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<tr>
<th>Manager’s/Supervisor’s Signature</th>
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