

Job Description

Job Title:	Outreach Coordinator
Department:	School of Accounting and Finance
Reports To:	Admissions and Recruitment Officer
Jobs Reporting:	Co-op Student positions
Salary Grade:	USG 6
Effective Date:	August 2024

Primary Purpose

The Outreach Coordinator (“OC”), School of Accounting and Finance (“SAF”), is responsible for assisting with the development and delivery of programs targeting elementary and secondary school audiences that fulfill the School of Accounting and Finance’s outreach mandate. The OC will also aid and interact with other like-minded groups, internal and external to the University, as directed by the SAF Admissions and Recruitment Officer.

Key Accountabilities

Program Coordination

- Aid in the planning, implementation, and evaluation of SAF's outreach programs. This includes assisting with the development and growth of accessible programming for youth through partnership with school boards, community organizations, and donors under the direction of the Admissions and Recruitment Officer
- Assist with the development of programming that encourages engagement with equity deserving groups including, but not limited to Black and Indigenous school-aged children.
- Provide support in hiring and training of co-op students. Aid in the development of co-op training initiatives and documentation to ensure effective orientation and team building
- Prepare programming content and build a schedule for these initiatives. Programming must be appropriate for the audience. Examples of programming include aligning goals with community groups, creating offerings for youth on campus, reaching students who otherwise would not have financial literacy, accounting or finance learning opportunities
- Liaise with other Outreach Coordinators across campus for program delivery and source the appropriate staff and volunteers required to support program development and delivery
- Collaborate with the SAF Events Manager and Recruitment Coordinator on training and supervision of staff and/or volunteers in a manner appropriate for the event
- Document outreach programs and events (e.g. testimonials, photos, surveys, debrief notes) and report on outcomes for use in marketing and reference for future improvement
- Set up and oversee registration of programs in WCMS and other registration systems.
- Communicate with internal stakeholders to fulfill programming requirements and meet SAF’s mandate (e.g., arranging tours, presentations by staff/faculty on campus, guest speakers, and hands-on activities)
- Maintain awareness of curriculum updates, emerging technologies, and relevant thought leadership that could impact programs
- Develop and use tools to assess the success of program activities.
- Ensure the safety of all program participants and staff

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- Maintain program/event budgets and cost tracking, ensure spending and program objectives are in alignment as outlined by any donor terms and conditions
- As some travel may be required, this position requires willingness to travel to locations outside Waterloo region that may involve an overnight stay (transportation and housing provided for overnight trips)

Promotion and Communication of Programs

- Advertise and promote programs through SAF's Aspiring Professionals website, printed media, social media and other means
- Communicate with program and event stakeholders before/during/after an event/initiative as appropriate. This includes answering questions about programs and registration process, preparing information packages, and performing post event/program surveys
- Communicate with external stakeholders (i.e., school boards, community partners) to find the best way to promote programs and understand the needs of the audience
- Communicate and promote work with other local (i.e., staff, faculty, community partners) and national stakeholders
- Support the preparation of and delivery of reports for funders, partners, and other interest groups

Other Accountabilities

- Work in collaboration with other Outreach Coordinator(s) in planning and delivery of programming outside of assigned project leads
- Hire and supervise short-term staff (i.e., co-op, casual hires)
- Assist with development and maintenance of shared recruitment resources, such as the Aspiring Professionals website, Unibuddy application and other support technology
- Office wide administrative tasks as assigned (i.e., email management, mailouts)
- Special task/projects as assigned by the Admissions and Recruitment Officer

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- Post-secondary degree or professional qualification or equivalent combination of education and experience in digital media marketing or related area

Experience

- Demonstrated leadership experience in a classroom, camp or similar environment
- Experience with development and/or delivery of math / financial literacy activities
- Experience with Google and Microsoft Office suite of applications for sharing information and resources across platforms
- Experience working with equity deserving groups including, but not limited to, Black, Indigenous, girls/women, low socio-economic status and those with accessibility needs

Knowledge/Skills/Abilities

- Strong time management and planning skills
- Demonstrated ability working with teams composed of diverse audiences (e.g. age, gender, culture)
- Strong verbal and written communication skills and an ability to clearly articulate plans with both internal and external stakeholders

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- Proven problem-solving skills and an aptitude for finding new and creative solutions to problems
- Motivated to recognize areas that need improvement and strives to identify and communicate ways to improve the Team's performance, both from a program delivery and operational perspective

Nature and Scope

- **Contacts:** Internally, communicate with the SAF's recruitment, advancement and outreach colleagues within the Faculty of Arts who target outreach programming, as well as other units across campus who are required to support programming objectives. Externally, program participants, parents/guardians, volunteers, teachers, school board representatives, community group liaisons, and at times, sponsors. Contacts may include highly sensitive information when working with minors.
- **Level of Responsibility:** This position is responsible for developing and organizing programming. This would also include the delivery of the programming which may be done by themselves or by others. Depending on size of projects, the OC may be working closely with other OCs. All programming must be reviewed and approved by the Admissions and Recruitment Officer. Hiring and training of co-op students and casual staff. Requirement to be a leader within SAF Outreach and more broadly within the Faculty and University community.
- **Decision-Making Authority:** Required to deal with urgent program or participant issues professionally, escalating for non-routine issues. Any decisions that directly impacts participant safety, internal/external relations or are large purchases (over \$500 per item, or \$500 in total outside of summer camp planning) needs to be reviewed by the Admissions and Recruitment Officer. Has freedom to design programming and purchase appropriate supplies with oversight from Admissions and Recruitment Officer.
- **Physical and Sensory Demands:** Some physical labour will be required (e.g., moving materials, setting up rooms for programming), some travel may be required, loud working environments when in a classroom environment, open concept desk space with noise from other colleagues which may cause distraction. Requires attention to detail when completing budgets, hiring co-op students and fulfilling impact reports.
- **Working Environment:** This position will be assigned an office that will be shared with another SAF staff member. Given this shared office arrangement, we follow a hybrid work schedule, with the opportunity to work remotely on certain days of the week. Programs may be delivered in person offsite, or remotely via a video conferencing platform. SAF's staff standard workday is typically Monday to Friday 8:30am-4:30pm. Weekend and evening work may be required for program delivery. When this is needed, the workweek/day will be adjusted to offset the extra hours worked. During camps (March Break and Summer) days may be longer due to program needs. The OC is expected to be present for larger events for which they are the primary organizer.

Note: Maintaining a clear Police Vulnerable Sector Check is a requirement of this position.