#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Senior Manager, Community & External Relations

**Job Number:** X-273 | VIP: 1050

**Band:** EXEMPT- 7

**NOC:** 1221

**Department:** External Relations & Development

**Supervisor Title:** Vice-President, External Relations & Development

**Last Reviewed:**  September 2, 2022

#### **Job Purpose:**

Provide leadership in developing positive, mutually beneficial relationships with the Peterborough community and local First Nations. Play a lead role in advancing Trent’s reconciliation efforts through organizing and supporting key events and providing tools for the University community to develop their cultural competency. Provide advice and support to manage municipal government relations in Peterborough city and county. Responsible for developing, coordinating, supervising, and implementing activities related to significant and community-facing University events, including Homecoming/Head of the Trent and Remembrance Day. Design and implement activities to inform and engage the community in implementation of key projects within the Trent Lands and Nature Areas Plan. Provide direction to and collaborate with Marketing and Communications on communications strategies to support this diverse scope of work.

#### Key Activities:

##### Community Relations

* Lead the development and implementation of a robust community engagement plan that advance campus-community collaborations and the impact of Trent on the social, cultural, and economic vitality of the Peterborough region.
* Develop positive and mutually beneficial relationships with community leaders, elected officials, organizations, and agencies throughout the greater Peterborough region, connecting them to Trent’s students, staff and faculty, and advancing joint projects.
* Maintain an awareness and understanding of key community issues and initiatives, those that may impact Trent as well as those that have significant community interest. Ensure VP ERD is well informed, and facilitate Trent’s response, participation or collaboration including speaking tours, participation in key community initiatives, leadership roles for senior Trent staff and faculty, public comments etc.
* Develop and implement events, sponsorships, communications, and programs that enhance Trent’s visibility in the region. Seek out and direct the Communications Officer to promote internally and externally, examples of university-community collaborations.
* Ensure accurate, up-to-date records in Raisers Edge for elected officials, senior staff, and community leaders for regular communications.
* Act as ‘Chief Protocol Officer’ for Trent to ensure proper etiquette for official engagements and interactions with dignitaries and other important people.
* Develop an understanding of models of community-campus engagement, including participation in downtown and economic development strategies. Seek to learn from best practices to inform and enhance Trent’s plans.
* Manage the annual Community Leadership Award nomination process, review applicants, and provide award recommendations to VP ERD and President.
* Become actively involved in the community to develop relationships and profile for Trent. Represent the University with community groups and at community initiatives.
* Be aware of and recommend participation in any sectoral (COU, AUCC) initiatives on community-campus engagement.
* Oversee Trent University’s annual United Way Campaign. Recruit and support volunteers to conduct a successful fundraising campaign to demonstrate Trent’s commitment to the Community as one of the top workplace donors to the annual United Way campaign.
* Handle highly sensitive and confidential information relating to potential land use, negotiations, personnel etc. and support the VP ERD and PVP to develop messaging and identify community impact on decisions.

##### Municipal Government Relations

* Scan for emerging issues, announcements, and grant opportunities; recommend or implement appropriate action.
* Ensure the effectiveness of City and County liaison committees by developing draft agendas and preparing briefing notes, take notes, assist in developing strategic focus for meetings.
* Organize logistics and materials for local government funding announcements, press conferences, VIP tours and meetings.
* Maintain up to date lists in RE of local elected officials and key staff.
* Implement relationship building plans e.g. arrange for 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’s plans and role in the community.

##### Emergency Operations

* During emergency operations, represent the University at the Peterborough Information Centre (PIC) and liaise with the marketing department and city as required. Contribute to the development of the emergency response plan and debriefing of exercises and live events.

##### Institutional Indigenous Relations and Reconciliation

* Working with the VP to develop positive and mutually beneficial relationships with Michi Saagiig First Nations and urban Indigenous organizations in the greater Peterborough region, connecting them to Trent’s students, staff, and faculty, and advancing joint projects. Collaborate with the Trent Durham leadership team to do the same in the Durham region.
* Become proficient in cultural protocols and practices, and advise and support students, staff, and faculty to advance respectful relationships with Indigenous peoples. Develop materials to share this knowledge with the campus community
* Support the Elders and Traditional Knowledge Keepers Council, collaborating with the Director First Peoples House of Learning to draft agendas and ensure effective meetings.
* Contribute to the development and implementation of an institutional Reconciliation Plan.

##### Trent Lands and Nature Areas Plan

* Direct and supervise the Communications Officer to develop and implement a range of ongoing communications to advance information sharing and support public engagement opportunities; including the website, social media, and regular newsletter.
* Develop and implement proactive and responsive strategies for issues management.
* Develop public engagement strategies and plans for projects including the University Green Network and the Seniors Village; and other campus developments.
* Chair the Michi Saagiig Lands and Resources Consultation Liaison meetings. Develop agendas and advance positive relationships with members.
* Lead projects that arise from engagement with First Nations that advance the Trent Lands Plan, for instance, placemaking signage and installations and collaborative land stewardship.

##### Institutional Events

* Develop and implement a range of institutional events that includes Remembrance Day and National Day of Truth and Reconciliation.
* Support internal and associated groups in hosting community-outreach and engagement activities to enhance their impact.

##### Administrative and Managerial Duties

* Oversee and track department’s expenditures, prepare budget spreadsheets and regular budget summaries/updates for the VP, process payments, account receivables.
* Hire, train and supervise External Relations Associate and student staff, and direct Communications Officer as a joint report to Director, Communications. Direct Executive Assistant for their involvement in various projects.

#### Education Required:

* Honours University degree (4 years) in related field. Post Graduate Certificate in Indigenous Relations an asset.

#### Experience/Qualifications Required:

* 8 years related experience, 2-5 at a managerial level.
* Excellent interpersonal, communication, facilitation, and mediation skills. Collaborative, open, and creative approach to problem solving and a willingness to address challenging issues.
* Ability to interact comfortably with a wide range of stakeholders understand and enable diverse viewpoints and approaches to achieve goals.
* Strong and demonstrated interest in reconciliation and Indigenous matters, and an understanding of the Duty to Consult and the Truth and Reconciliation Calls to Action.
* Experience in marketing & communications, government relations, community relations, engagement approaches, and event management.
* Excellent written and verbal communication skills.
* Strong organization and project management skills.
* Excellent computing skills (Microsoft Office, Word, Excel, Project Management, e-mail, internet, web content management, PowerPoint, Raisers Edge)
* Strong budgeting and numeracy skills.
* Experience dealing with multi-tasking in a fast-paced environment with rapidly changing priorities.
* Strong leadership skills. Takes initiative, is resourceful and creative.
* Discretion, tact, diplomacy, maturity – ability to manage confidential information and display sensitivity during difficult situations.
* Resilient and energetic to deal with hectic environment.
* Possession of a valid Ontario drivers’ license with access to own automobile.

**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 work is very public in nature and special attention must be adhered to ensuring not only the accuracy of work that is eventually published in the public domain, but the tone and context, especially with regards to reconciliation and land development. Intense conceptual thinking is required to define the correct path for successful project management.ie difficult and urgent situation arises at a large public event like Head of the Trent and the VP is unavailable for advice, as well as challenging issues such an Elder’s concern about a ceremony.

##### Decision Making

Interacts frequently with VIPs and their staff, external stakeholders such as media and community leaders and donors, and key members of Indigenous communities. In doing so, the Senior Manager directly represents the institution. Sound judgement is required to maintain and cultivate relations with myriad stakeholders in government, faculty and in the internal/external communities. Decisions are made by the Senior Manager on messaging, commitment of resources, and reacting to difficult issues. In broad consultation with the VP, the Senior Manager is required to use sound judgement at a moment in time when an issue unexpectedly presents.

##### Impact

* Decisions taken by the Senior Manager impact the public reputation of the department and the University. Work completed is frequently broadcast and shared in the public domain. The management of an issue at a large event, for instance, has the potential to resolve an issue or extend a controversy, depending on the decision taken.
* The scale and organization of events impacts public safety, university reputation and future philanthropic support.
* Reconciliation efforts are complex, challenging and emotionally fraught, and can quickly escalate to national media attention if problems arise

##### Responsibility for the Work of Others

Direct Responsibility for the Work of Others:

* External Relations Associate. Nature of supervision: hiring/dismissal, schedule, assign work, monitor progress, evaluate, supervise, train, discipline, provide guidance and instruction, motivate, mentor.
* Communications Officer - shared role, reports into M&C but activities partly directed by this Senior Manager.
* Volunteers – co-chairs and other volunteers for the United Way Campaign and Head of the Trent. Nature of supervision: hiring/dismissal, schedule, assign work, monitor progress, evaluate, supervise, train, discipline, provide guidance and instruction, motivate.
* Audio-visual technicians & event materials suppliers– paid casual assistance for university events. Nature of supervision: hiring/dismissal, schedule, assign work, monitor progress, evaluate, supervise, train, discipline, provide guidance and instruction, motivate.
* External consultants – survey companies, land consultants for CR planning and in-depth Trent Lands Plan consultations. Nature of supervision: hiring/dismissal, schedule, assign work, monitor progress, evaluate, supervise, train, discipline, provide guidance and instruction, motivate.

Indirect Responsibility for the Work of Others:

* Liaises with Marketing & Communications Staff to implement communications plans e.g. postings on social media, production of brochures and signage.
* Liaises with other internal departments i.e. Risk Management, Facilities Management, Conference Services, First Peoples House of Learning, Chanie Wenjack School to implement events

##### Communication

Internal Contacts

* President, PVP and Board
* Deans and Faculty
* Staff
* Alumni
* Donors
* Students, student government leaders

This position needs a strong working relationship with most, if not all, internal departments.

External Contacts:

* Elected/appointed government officials (municipal, provincial, federal)
* Regional opinion leaders, community leaders
* Rightsholders, Indigenous leaders, Elders, staff and community members
* VIPs e.g. Honorary Degree recipients, Chancellor, former Prime Ministers
* Associations – AUCC, COU
* Media
* Business leaders
* Economic development agencies, Chamber, school boards
* Volunteers
* Consultants
* Printers, suppliers

##### Motor/ Sensory Skills

* Working at workstation throughout day, responding to telephone calls, large volume of e-mails
* Engaged in extensive verbal communication in customer service role
* Attention to fine detail and overall presentation of professional-looking collateral materials
* High level of listening, comprehension, and two-way communication skills. Ability to articulate messages clearly, both verbally and in writing.

##### Effort

* Multi-tasking requirement to advance assignments and meet multiple critical deadlines in a fast paced, changing environment
* Diplomacy required 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
* Tasks/events require travel and the transport of materials e.g. boxes of brochures, signage

##### Working Conditions

* At times, the work environment generates intense scrutiny of work output and key messages that will appear in the public arena. The CR Manager will at times be the spokesperson on events
* Position manages a consistent high volume of work and concurrent projects
* Physical capacity to organize mailings, deliveries and transport an array of materials for special events/announcements
* Work schedule may require extended hours
* Tasks/events require travel and after-hours meetings (council meetings, city-university meetings, etc.).