

Advancement Events Coordinator

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Office, Clerical and Technical

Position covered by the Collective Agreement with USW Local 4120

Advancement Events Coordinator

Alumni Affairs and Development (AA&D)

Hiring #: 2024-0188

Please read the [Application Instructions](#) [1] before applying

At the University of Guelph, fostering a culture of inclusion is an institutional imperative. The University invites and encourages applications from all qualified individuals, including from groups that are traditionally underrepresented in employment, who may contribute to further diversification of our Institution.

The department of Alumni Affairs and Development (AA&D) advances the mission of the University of Guelph by raising private support and building relationships with a broad range of stakeholders ranging from alumni and friends, to corporations and foundations. As a member of the AA&D team, the Advancement Events Coordinator epitomizes the department's shared values of respect, empowerment, integrity, appreciation and forward focus.

Working with the Manager, Events, the Advancement Events Coordinator is responsible for coordinating many Advancement events across the AA&D team. The Events Team supports approximately 50 events per year, primarily in-person, but occasionally including virtual and hybrid events. The Advancement Events Coordinator supports event leads with best practices and promotional strategy for their events, as well as on-site support. Together, the Events Team, including the Advancement Events Coordinator, supports the conceptualization, planning and execution of several signature events, requiring direct interaction and relationship management with multiple partners on and off-campus. The Advancement Events Coordinator is primarily responsible for the use of multiple technologies to test, schedule, deploy and maintain event promotions, post-event activities, and event registration pages including supporting the registration, cancellation and monitoring of event attendees.

This role will work closely with the Engagement Services team, as well as event leads across the department (especially Alumni Advancement Managers). The incumbent must demonstrate exceptional service delivery, strong experience in logistical planning and execution, and the ability to manage multiple initiatives at one time. The Coordinator will require time management, an eye for detail, and strong communication skills (both oral and written). Advanced computer skills as well as an ability to understand and operate on multiple technical platforms (and a willingness to learn and understand these platforms) will be imperative.

Requirements of the position include:

- While a variety of combinations of education and experience are valued, the minimum requirements are a diploma/certificate in Public Relations, Event Management or Marketing (Graduate Certificate in Event Management preferred) and a minimum of 2 years of previous experience in event management, public relations, administration or an equivalent combination of education and experience;
- Experience in the delivery of high-quality events geared towards encouraging relationships and developing engagement with constituent groups;
- Experience with production of event and / or communications materials, including layout and design;
- Strong technical experience, and a willingness to become proficient at new systems. Would be an asset to have experience with Luminate Online (or equivalent content management system); Blackbaud CRM (or alternate customer relationship management system); Blackbaud Internet Solutions (or equivalent);

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- Proven ability to excel within a small working group and act as an effective team member of a large and diverse organization;
- Takes pride in a flexible and adaptive approach to delivering results in a dynamic work environment;
- Excellent personal judgment, organizational skills, and problem-solving ability in order to multitask and prioritize duties while dealing with interruptions and competing deadlines;
- Excellent communication skills (both verbal and written);
- Demonstrated ability to interface with coworkers and University stakeholders in an equitable and accessible manner to contribute to a culture of inclusion and respect;
- Willingness to work periodic evenings and weekends to provide on-site support for events.

Position Number 392-050
Classification USW, Local 4120 Salary Band 4*
Salary Range \$26.17 Minimum
 \$29.24 Normal Hiring Limit
 \$35.40 Job Rate

*Tentative evaluation; subject to final review.

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Posting Date: 2024 04 22

Closing Date: 2024 05 06 (extended)

Page category: [Current Opportunity](#) [3]

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