Manager, Events

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Professional and Managerial Group

Manager, Events

Alumni Affairs & Development

Temporary full-time from January 31, 2022 to January 26, 2024
Hiring #: 2021-0661

Please read the Application Instructions [1] before applying

The department of Alumni Affairs & Development (AA&D) is a central service at the University of Guelph and supports the University’s mission to Improve Life by building lifelong relationships with alumni, donors and champions. AA&D is accountable for raising money for the institution’s strategic priorities through the identification and alignment of donors and prospective donors. The division has recently undergone a re-organization to support the vision to attract $50-million in sustained annual philanthropic support (over a five to eight-year period) and to be one of Canada’s most sought-after advancement organizations. As a member of Alumni Affairs and Development, the Manager, Events exemplifies the recently defined department values of respect, empowerment, integrity, appreciation and forward focus.

Reporting to the Director, Engagement Services (ES), the Manager, Events will provide thoughtful leadership and oversight of the events team. While supervising two Advancement Event Coordinators, the Manager, Events will be responsible for overseeing a year-long strategic calendar of events that support the AA&D department, specifically with the purpose of advancing AA&D’s philanthropic goals. The incumbent will evaluate overall team initiatives and make strategic program decisions based on event outcomes and metrics, as they relate to advancing on AA&D’s strategic vision.

The Manager, Events will be the department expert on all forms of events, including virtual platforms and in-person formats. They will lead the development of processes and best practices, lead the evaluation of new event platforms and tools (such as new virtual platforms) and implement new event solutions. The Manager, Events will oversee the development of all event plans, and make recommendations to maximize the event experience and achieve event goals. This role will oversee all aspects of the event lifecycle, including developing registration (through BBIS platform), ensuring connectivity to Cannon CRM, developing all event communications (invitation, event details, post-event thank you, surveys), and creating event platform (virtual or in-person).

Requirements of the position include:

- Undergraduate degree, along with 4-6 years related experience in event planning and/or event execution, and 2-3 years’ experience working with and managing teams or clients
- Demonstrated ability to deliver high-quality, engaging, creative, brand-appropriate events.
- Understanding of metrics and strategic outcomes, with demonstrated ability to use events as a tool to reach strategic organizational goals.
- Demonstrated experience promoting and encouraging participation in events from target audiences.
- Strong understanding of best practices both for in-person and virtual events
- Excellent communication skills and strong mastery of technology
- Experience managing teams, to help guide vision and execute on agreed-upon plans
- Understanding of budgets and revenue goals, and demonstrated ability to develop and deliver projects based on assigned financial goals
- Demonstrated ability to think and act strategically, creatively and dynamically in high-pressure situations. Demonstrated ability to think quickly and problem solve on the spot.
- Strong understanding of how to use best practices and data to streamline processes and advance on
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business goals
- Exceptional relationship building and relationship management skills, diplomacy and tact

This appointment is regularly performed on-campus but will be initially fulfilled remotely (off-campus) until the University resumes its regular operations.

Classification P04
Professional/Managerial Salary Bands [2]

At the University of Guelph, fostering a culture of inclusion [3] 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.

Posting Date: 2021 12 01
Closing Date: 2021 12 22


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