SIMON FRASER UNIVERSITY
ADMINISTRATIVE & PROFESSIONAL
JOB DESCRIPTION

Position Title: Program Manager
Department: SFU Public Square
Reports to: Program Director, SFU Public Square
Employee Group: APSA

Position #: 00112055
Reports to #: 00115642
Grade: 009

POSITION SUMMARY

The Program Manager contributes to the design, development, implementation and evaluation of SFU Public Square initiatives and activities, as well as strategic planning to develop, improve and promote the overall program. The Program Manager supports the Program Director to identify and negotiate community engagement activity partnership and sponsorship opportunities with internal and external communities that support SFU’s strategic priorities and aligns with SFU’s vision to be Canada’s leading engaged University. The Program Manager oversees the development and implementation of communications and marketing strategies and materials, and office management activities including staffing and office operations, policies and procedures.

DUTIES AND RESPONSIBILITIES

1. Manages the program and activities and contributes to the development, improvement, and promotion of SFU Public Square by:
   - Conducting research on emerging themes and community engagement best practices through the regular review of traditional and new media, association’s and practitioner’s resources
   - Designing and managing the collection of qualitative and quantitative data for evaluation of program outputs (i.e. number participants), outcomes and impacts (i.e. identifying key performance indicators and methodologies)
   - Overseeing the execution of initiatives by contributing to event design and facilitating the negotiation of venues, services, and vendors, and creating and overseeing event budgets
   - Participating in promotional and outreach activities including inviting and liaising with partners and participants and engaging with the University and broader community
   - Engaging in strategic planning for the program with key stakeholders

2. Develops and implements program communications and marketing by:
   - Managing internal and external program communications and collaborating with Program Director to develop plans and strategies
   - Contributing to development of content strategy for both digital and printed channels including project website and social media channels
   - Ensuring overall integration of content is consistent with program strategic goals and University community engagement objectives
   - Liaising with University Communications and media personnel on strategies for media relations, messaging and event and program promotion
   - Maintaining comprehensive data sets on program activity and preparing information, reports and presentations for Program Director and internal and external stakeholders

3. Identifies and supports the negotiation of community engagement activity partnership and sponsorship opportunities with internal and external communities by:
   - Attending related events, participating on related campus and community committees/groups, acting as an ambassador for the program
   - Presenting on program to raise the profile of SFU’s community engagement activities
   - Researching, drafting, and preparing partnership, grant and fundraising proposals
   - Working with the Program Director to negotiate, facilitate and monitor partnerships, grants and sponsorships processes and applications
   - Collecting data and preparing materials to facilitate communications with partners and donors
4. **Carries out associated administrative responsibilities by:**
   - Providing recruitment, orientation, training and oversight of temporary staff, volunteers, co-op students and work study students involved with the delivery of activities. Provides orientation/training and allocates/prioritizes work assignments.
   - Designing, developing and maintaining the digital architecture (Google Drive, shared server, CRM, internal communications, etc.), and contributing to the development and adherence to office policies and processes that support organizational effectiveness and culture, and align with University policies as needed

**IMPACT OF DECISION MAKING**

The Program Manager is responsible for:
   - Identifying strategic opportunities within the community
   - Organizing and delivering of reports on project initiatives
   - Selecting venues for events and required resources
   - Identifying and developing programming approaches, partnerships and sponsorship opportunities
   - Establishing and maintaining effective program and office systems, processes and procedures, and evaluation
   - Managing the website and social media channels
   - Identifying and developing strategies for media relations, messaging and event promotions

**RELATIONSHIPS**

Establishes and maintains relationships and alliances. Maintains effective communications. Shares information and readily determines to whom to go for relevant information. Seeks assistance and feedback in the problem solving process. Partners with others to achieve expectations.

**QUALIFICATIONS**

Bachelors degree in Arts and Social Science and five years of related experience in program development, evaluation and administration; communications and marketing; community engagement, and event planning, OR an equivalent combination of education, training, and experience.

Excellent oral and written communication skills
Excellent organizational, interpersonal and conflict management skills
Excellent research, evaluation, analytical reasoning and problem-solving skills
Excellent negotiating skills
Excellent supervisory skills
Excellent budget management skills
Excellent event planning skills
Ability to conduct and present public information sessions for the community as well as internal and external stakeholders
Ability to produce reports with attention to detail and data accuracy
Ability to work independently and as part of a team
Proficient in the use of standard office applications and customer relationship management (CRM) system (e.g., MS Office, Salesforce)