POSITION SUMMARY
The Coordinator, Entrepreneurship Programs participates in the development of, and implements the strategic plans and activities for interdisciplinary programs operating through the Charles Chang Institute for Entrepreneurship. The Coordinator provides advice and administrative support to program directors, financial administrative personnel of involved faculties, and student and entrepreneurship co-op teams (E co-op). The Coordinator develops recruitment plans for designated Programs; coordinates, plans and participates in recruiting and teambuilding events; advises prospective internal applicants; evaluates the effectiveness of recruitment initiatives; and oversees the budget for recruitment and events, student engagement, programming and campaign activities.

DUTIES AND RESPONSIBILITIES
1. Participates in the development of, and implements the programs’ strategic recruitment plans to increase participation and retention of students in interdisciplinary programs by:
   • Developing specific recruitment plans, events and materials in consultation with the Supervisor, Academic Program Directors and the Associate Director(s) of Venture Connection.
   • Maintaining website content for the designated Program(s) within assigned portfolio, for all recruitment related information posted on the Faculty and Program websites to ensure the information aligns with the recruitment plan objectives.
   • Evaluating the effectiveness of recruitment initiatives and materials using feedback tools, and recommending improvements in content and delivery methods.
   • Responding to requests for information on a variety of topics (e.g., program requirements).

2. Coordinates and participates in entrepreneurship recruiting and program events, on and off campus, to enhance student participation and experience by:
   • Attending, developing, and conducting presentations and collateral.
   • Collaborating with Student Services staff, marketing and other departmental staff on recruitment activities.
   • Coordinating the participation of staff, faculty, and students in Faculty and program events.
   • Contributing to the development of core recruitment, enrolment, developmental, and retention programming activities and materials for students.
   • Providing work direction and mentorship to temporary staff, contract staff, or student volunteers to assist with recruitment and student engagement initiatives.
   • Providing leadership and support for activities and events.

3. Oversees the budget for events and expenses, including business development funds by:
   • Providing administrative support for program directors, administrative personnel and student teams to ensure smooth delivery of programs.
   • Providing program advice and administrative support to student teams including maintaining accurate records on student and team information.
   • Checking, verifying for accuracy, and processing expense claims for student teams; and ensuring all required documentation is included.

4. Prepares materials and reports for review, etc., to contribute to discussions and decision-making; and attends faculty meetings related to the interdisciplinary entrepreneurship programs.
DECISION MAKING
Makes decisions regarding:

- Developing plans and schedules for recruitment, advertising and marketing, event logistics and input into content.
- Developing processes and procedures for collaboration with internal stakeholders (e.g., faculty admin, program directors and marketing personnel) and with external stakeholders (e.g., external guests and volunteers).

RELATIONSHIPS
Establishes and maintains relationships with peers and contacts with access to information and to key business partners. Shares information and advice on how to get things done and who to involve.

Primary Working Relationships

Internal Connections – Works closely with the Entrepreneurship Program Directors from TechE, BoD, ChangeLab, the Associate Director(s) of Venture Connection and other members of the departmental admin and marketing teams, within various departments. Liaises with departmental student unions, program directors and student ambassadors. Works in consultation with administrative faculty in participating partner faculties to create repeatable processes and procedures for interdisciplinary collaboration and programming.

External Connections – Liaises with external event volunteers and other stakeholders (e.g., industry co-sponsors) to coordinate events and communications.

QUALIFICATIONS
Bachelor’s degree in Arts, Communication, Marketing, Entrepreneurship or a related discipline and one year of directly related experience including experience in promotion, marketing and communications, event planning, student programming, or an equivalent combination of education, training, and experience.

- Good knowledge of new student experience and recruitment best practices.
- Excellent organizational, interpersonal, conflict resolution, and communication skills (verbal, written, and presentation).
- Proficient in the use of a variety of office software applications (e.g., word processing, database, and web-based, and spreadsheet applications) and student information systems (e.g., SIMS).
- Ability to exercise mature judgment, tact, and discretion.
- Ability to arrange suitable transportation when travelling to other SFU campus or off-site locations.

Initial Effective Date: December 4, 2017
Latest Revision Date: