



**Coordinator, Aquatics Programs
Queen's University, Athletics and Recreation**

Competition #: J0419-1158
Appointment Terms: Continuing appointment
Closing Date: May 22, 2019

For additional information or to apply for the position, please [click here](#)

About Queen's University

Queen's University is the Canadian research intensive university with a transformative student learning experience. Here the employment experience is as diverse as it is interesting. We have opportunities in multiple areas of globally recognized research, faculty administration, engineering & construction, athletics & recreation, power generation, corporate shared services and many more.

We are committed to employment equity and diversity in the workplace and welcome applications from individuals from equity seeking groups such as women, racialized/visible minorities, Indigenous/Aboriginal peoples, persons with disability, persons who identify in the LGBTQ+ community and other who reflect the diversity of Canadian Society.

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JOB SUMMARY:

Reporting to the Associate Director, Marketing, Communications & Events, the Coordinator, Home Events is responsible for the promotion and delivery of Athletics and Recreation (A&R) events. The incumbent, in conjunction with other members of the Marketing, Communication and Event (MCE) unit and other Department staff, assists in event planning, but has primary responsibility for implementing promotional strategies to increase awareness, profile and attendance at the event; increasing ticket sales; and coordinating overall event logistics, staffing and operations related to the hosting of events.

The incumbent works collaboratively with the Coordinator, Sales and Service in the implementation of a comprehensive plan to increase revenues related to regular/post season, single-game and special event ticket sales and to achieve financial targets as established by the Department.

The incumbent engages an effective student event team, training and supervising the team to ensure pre-event promotion, event-preparation, on-site supervision and post-event requirements are carried out at the highest possible standards. The individual also

develops and implements an in-game promotion and activity plan, which increases the entertainment level and audience participation and engagement in Gaels athletic competitions.

Note: The schedule for this position requires the incumbent to work flexible hours according to program area needs, including frequent evenings and weekends.

KEY RESPONSIBILITIES:

- Liaise with other members of the department to finalize the annual schedule of home and premier events. Determine key objectives/targets and messaging of each event. Working with others in the MCE unit, develop an annual promotional plan utilizing creative and innovative methods to engage the campus and Kingston communities, leading to increased spectator attendance and ticket revenues.
- Coordinate game/event attendance with various internal and external groups, with a focus on increasing the entertainment level/audience engagement and attendance around events
- Conduct research and identify customer trends, interests and opinions related to participation in events. Develop and maintain a network of contacts in student organizations, and engage these groups to solicit student participation and increase attendance.
- Hire, train and supervise a “promo team” to assist in building awareness of events, and increasing attendance at games. Upon request, assist in the coordination/solicitation of sponsorships, advertising and prizes.
- Develop comprehensive planning and work-back schedules outlining key functions and responsibilities. For championship, departmental, community and special events, this includes coordinating meetings and preparing summary notes.
- Facilitate on-site set-up per OUA and USPORTS regulations for hosting, including conducting a facilities “walk-through” a minimum of 90 minutes in advance.
- Recruit, train and supervise the appropriate event staging team. Contact and secure entertainment groups and coordinate their activities with in-game activities to engage the audience.
- “Stage Manage” the event, and create detailed run sheets/checklists to ensure the professionalism of the event. Ensure event staff are scheduled and are fully prepared in each area.
- Arrange for and coordinate event set-up including technical equipment, signage, promo equipment etc. Hire/train/ coach and evaluate public address announcers for events.
- Prepare all public address announcements, scripts. Greet teams and major officials, and respond to any need outside normal hosting parameters.
- Develop a plan of activities which will increase spectator interest, enjoyment and engagement (e.g. entertainment, contests, prizes, feedback surveys).
- Evaluate each game and adapt in-game activities and contests as required to continually

- improve the experience for the customer. Verify game stats to ensure accuracy.
- Where applicable, conduct an event debrief and circulate debrief notes. Prepare season summaries for each team and/or event.
- Prepare budget for approval by Associate Director, Marketing, Communications and Events. Monitor and prepare financial reports as required.
- As directed by the Associate Director, Marketing, Communications and Events, provide support and assistance to other members of A&R, including assistance in the development of strategies that will generate revenue for the A&R department and teams.
- At the request of the Executive Director, represent A&R on applicable committees, working groups, or task forces.
- Values individual differences. Deals effectively with persons of all races, nationalities, cultures, ages and genders, as well as persons of different sexual orientations and those with disabilities, such that their own and others' contributions are maximized.
- Other duties as required and assigned by the Associate Director or Senior Management Team.

REQUIRED QUALIFICATIONS:

- Minimum 3-year post-secondary education, preferably in Physical Education, Sport Information or Sport Management. University degree preferred.
- Previous work experience (5+ years) in event management
- Satisfactory Criminal Records Check and Vulnerable Sector Screening required
- High degree of familiarity with sport and or recreation programs is necessary
- Extensive experience training, coordinating, supervising and leading casual/student staff and volunteers and ensuring that their work is completed in a timely and accurate manner.
- Consideration may be given to an equivalent combination of education and experience.

SPECIAL SKILLS:

- Strong interpersonal skills, creative and innovative-thinking and the ability to work in a team environment
- Service-oriented and capable of dealing with a wide variety of constituents
- Ability to exercise discretion, good judgement, and solid decision-making
- Organizational skills and time management abilities are essential
- Initiative, with an ability to establish priorities, adhere to detail and complete task assignments in a timely and accurate manner.
- Proficiency in computer software applications, including Microsoft, graphics, photography, layout and software. The individual must possess excellent copy editing skills.
- Flexibility in work hours including frequent evenings and weekends to attend events.

DECISION MAKING:

- Decide arrangements and action to take in order to ensure league requirements (hosting requirements) for the Interuniversity program (OUA and USPORTS) are fulfilled.
- Identify and initiate promotional strategies using creative tactics to increase spectator participation.
- Establish priorities, ensure accuracy and recommend strategies for the promotion of programs.
- Make on-site decisions when problems arise (equipment malfunction, officiating problems, staff no-shows, crowd control issues), and determine who to engage in order to get the issue resolved promptly.
- Decide when to respond and handle inquiries directly and when to refer issues to the Associate Director, Marketing, Communication and Events, or other members of the Senior Management Team
- Monitor and oversee financial budget items within the scope of the position and make decisions with respect to purchasing
- Hire a student work-force to supplement event management operations, adjust work assignments to ensure event staffing needs are fulfilled.
- Determine optimal methods to develop student contacts, and further student engagement in events.
- Determine resources and organization required in order to make events happen, including developing detailed work plans and schedules of responsibility.