

**Nipissing University**  
**JOB DESCRIPTION**

<b>POSITION TITLE:</b>	Sales and Events Coordinator
<b>DEPARTMENT:</b>	Campus Sales & Services
<b>CLASSIFICATION:</b>	Coordinator C
<b>WAGE GRADE:</b>	WG 60
<b>EMPLOYMENT DEFINITION (STATUS):</b>	Full-time Support
<b>SUPERVISOR:</b>	Senior Manager, Campus Sales & Services

**SUMMARY OF FUNCTIONS:**

Reporting to the Senior Manager of Campus Sales and Services, the Sales and Events Coordinator is a key component of the Campus Sales and Service Department, offering event support and in-house marketing deliverables.

The Coordinator will provide support and professional expertise in the planning and execution of internal events. This role would function as a key collaborator with several internal partners as well as external entities for in-kind event deliverables. In collaboration with advancement, the coordinator will have an opportunity to deepen relationships with donors, alumni and the regional community through results-driven executions. The Coordinator will also support events related to new space launches, media announcements, alumni engagement events, academic events and key President's Office initiatives throughout the year.

Working in collaboration with the Nipissing University marketing department, the coordinator will provide in-house marketing and sales support across the various department functions. In an effort to increase output from the department, strategies and execution around project management, lead/sales generation, customer service and reporting will be vital for the role. The coordinator will be a point person for the team to enact their marketing needs such as graphic design, web updates and advertising campaign execution.

There may be demands of the position in the evenings and on weekends. The hours of work may rotate and be flexible depending on the needs of the department. The Sales and Events Coordinator will be notified in advance of any changes to the regularly scheduled shifts as outlined in Article 22.02 of the collective agreement.

**DUTIES & RESPONSIBILITIES:**

<b>Events Coordination</b>	<b>(55%)</b>
----------------------------	--------------

- Create and maintain plans, floor plans, templates, timelines, and budgets, for approval, to support the goals and successful execution of each event to ensure that the University's image is consistently and appropriately represented
- Gather information to present options/alternatives for event logistics, including venues, vendors, catering, invitation lists, photographers, speakers, AV/tech requirements that enhance the event experience
- Serve as project lead for large scale internal events and in-kind event executions
- Provide coordination support for internal and academic driven events that engage with external audiences
- Consultative support for all internal departments and faculties for event related inquiries
- Maintain detailed event files for use during event execution and for future reference
- Liaise with Marketing and Communications to identify marketing and communications needs for each event (i.e. printed signage, programs, invitations, digital assets, website development, digital marketing campaigns, media releases, etc.)
- Develop a timeline for planning and implementation for each event

- Coordinate post-event debrief meetings with internal teams and develop guidelines for improvements to future events
- Mitigate risks associated with each event to ensure successful execution and positive impact on the University's reputation
- Attend events to ensure all elements of events are well executed; oversee and participate in set-up and tear-down before and after each event; attend to any outstanding details and last-minute requirements
- Project a positive and professional image
- Be familiar with and support use of AV and other equipment
- Develop and maintain an event guide/checklist for referral by other internal partners planning events
- Establish and maintain a list of available event supplies/materials and communicate the availability of these resources to internal partners
- Meet with internal departments to provide guidance/direction/expertise relating to their planning of events
- Provide an event briefing profile to key internal partners outlining all details related to the event including briefing notes
- Provide strategies to innovate event communication across internal departments to improve communication and organization
- Keep all partners appropriately informed and engaged throughout event planning and execution

### **Sales & Project Coordination**

**(40%)**

- Provide marketing support for departmental requirements
- Coordinate with Marketing and Communications to ensure continuity with design and messaging is brand appropriate
- Develop marketing collateral to be leveraged by team members such as posters, presentations, sales decks, event signage and more
- Make website updates to microsites and online store, as well as develop new pages when needed
- Design floor plans for event layouts
- Serve as key contributor to lead follow up and customer management tools
- Create bank of visual assets to be used by team for execution such as photo, video and previously designed assets
- Explore and implement email marketing strategies to external customers
- Oversee departmental social media channels
- Create a reporting structure for departmental endeavors including web, social and sales insights
- Populate, update and oversee departmental CRM and lead centre
- Build sales pipeline and conversion strategies
- Support with follow up with business inquiries across various department functions

### **Clerical Duties**

**(5%)**

- Maintain inventory control of Corporate Events event equipment (pop-up banners, signage, pipe and drape, décor items, etc.) in partnership with the Campus Sales & Services team
- Monitor departmental email inboxes and respond accordingly
- Assist in the maintenance of the Corporate Events Calendar specifically for internal events
- Other administrative support, as required

**Any other duties as assigned.**

### **QUALIFICATIONS:**

**EDUCATION:** University degree or college diploma in a related field (i.e., Business/Marketing, Hospitality, Event Planning, Communications, etc.) is required.

*Training and/or experience may be substituted for formal academic training at the discretion of the University*

### **Training, Experience, Knowledge & Skills Required:**

- Two to three years of relevant work experience planning and coordinating large events
- Experience developing and executing event plans, including working with clients to identify and meet goals, quality requirements, budgets, and timelines
- Proven experience coordinating multiple, complex event projects on time and within budget
- Proficient in design tools such as Canva and Adobe Suite
- Strong oral, written, and presentation skills
- Basic experience in web editing, management, and social media
- Background in customer management and sales
- Familiarity with email marketing platforms (e.g., Envoke, MailChimp, Constant Contact)
- Self-motivated and able to work independently or collaboratively in a team
- Performs well under pressure with strong logistical event planning capabilities
- Highly adaptable in fast-paced, changing work environments
- Excellent time management, organizational skills, and attention to detail
- Strong communication skills and sound judgment in handling situations appropriately
- Demonstrates professionalism, diplomacy, and solution-oriented thinking
- Skilled in coordinating and motivating volunteers
- Experience providing hospitality for high-profile guests and clients
- Proficient in Microsoft Office suite
- Knowledge of university environments considered an asset

#### **RELATIONSHIPS/CONTACTS:**

**Supervised by:** Senior Manager, Campus Sales & Services

**Internal Contacts:** Staff, students, faculty, and other departments

#### **External Contacts:**

- Prospective students and their parents/supporters and other influencers
- Community supporters/partners
- Suppliers (catering, promotional items, event production companies, etc.)
- Past and present clients
- Dignitaries

#### **MATERIALS UTILITIZED:**

- Computer and peripherals; software including MS Office Suite, SharePoint Telephone/Smart phone, Tablet,
- Photocopier/Scanner
- Signage (pop-up displays, step and repeat backdrops, etc.)
- Personal and rental vehicles
- AV equipment
- Policy and procedures manual

#### **PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS:**

- Occasional moderate physical exertion, specifically during set-up/take-down of events
- Occasional lifting, carrying, carting materials to/from supplier and/or event, upwards of 35 lbs
- During events, there may be long periods of standing and walking
- Some visual, listening and mental concentration
- Flexible work schedule, with some regular evening and weekend hours, to accommodate the needs of the departments

- Regular in-town travel; occasional out-of-town travel for short periods of time
- Required to carry smart phone and to be on-site or on-call for duration of each event (including set-up/tear-down)
- Valid Class G driver's license and access to a personal vehicle during work hours

---

**I have read my position description and it has been reviewed with my supervisor. I understand what my duties and functions are, and I will carry out all of my responsibilities as herein described.**

---

Employee Name (please print)

---

Employee Signature

---

Date

.....

**Approvals**

---

Supervisor

---

Date

---

Human Resources

---

Date