

Nipissing University
POSITION DESCRIPTION

POSITION TITLE: Director, Ancillary Revenue & Business Development

DEPARTMENT: Campus Sales & Services

SALARY LEVEL: SL 9

EMPLOYMENT DEFINITION (STATUS): Full-time Administration

SUPERVISOR: Vice-President, Finance & Administration

DATE: October 2024

SUMMARY OF FUNCTIONS:

Reporting to the Vice-President, Finance & Administration (VPFA), the Director, Ancillary Revenue & Business Development oversees, manages and executes Nipissing University's revenue generating programs including campus sales & services through the planning, development, implementation and management of ancillary and other revenue generating operations. The Director is responsible for overseeing all operational aspects of ancillary operations including Campus Sales & Services, Conference Services & Events, Campus Store and Food Services. With a significant focus on business development, the Director will ensure operations are profitable while maintained to established standards, and that applicable legislation regarding licensing, event management and health & safety are adhered to. The Director will play a critical role in integrating the work of the division with Student Services, Nipissing University Student Union (NUSU), Residence Services, Facilities, Finance and Marketing.

The Director promotes effective leadership by providing support for the University's strategic and operational objectives. The Director is a member of the University Management Group who contributes to the overall leadership and management at Nipissing University.

The Director will work closely with other departmental units to enhance and promote ancillary revenue opportunities. The Director of Ancillary Revenue & Business Development is responsible for developing an annual strategic marketing plan, in partnership with the marketing department, and ensure overall profitability of the business units. Other duties include enhancing the image and profile of Nipissing University as a conference destination, providing strategic direction and implementation of growth strategies.

DUTIES AND RESPONSIBILITIES:

STRATEGIC LEADERSHIP

(50%)

- Provide guidance to staff to ensure that a high level of customer service is provided to both internal and external customers; encourage staff to find areas for continuous improvement and promote efficient operational processes
- In coordination and partnership with the marketing department, develop and implement a strategic marketing plan to recruit new clients, and increase revenue for all ancillary services
- Develop new business development initiatives and investigate new revenue streams
- Oversee an annual plan that outlines customer engagement strategies including public relations, tours, marketing and promotional materials to increase institutional profile both with on-campus and off-campus clients
- Develop processes and procedures to maximize revenue potential within various University departments including academic and administrative
- Responsible for operational strategy, optimization of sales, financial analysis & planning, budget variance analysis, business case development and resource planning for Ancillary services

- Establish and maintain a good relationship with clients, suppliers, contractors/trades, Security Services, campus service providers and all stakeholders
- Work with various operating partners, student leaders and other stakeholders to achieve and surpass the expectations of the University community
- Maintain safe, secure and healthy environment by establishing, following, and enforcing standards and procedures; complying with legal regulations; securing revenues; establishing policy and procedures; maintain a safe physical environment for staff and customers
- Have appropriate measures in place to ensure compliance with all workplace safety and required guidelines
- In coordination with appropriate departments and staff, responsible for delivering a competitive and high-quality event execution and reputation
- Act as a coach and mentor for employees, identifying further areas of training as required to support the business unit

FINANCIAL RESULTS AND REPORTING

(20%)

- Develop, track and report on performance metrics for each ancillary service
- Develop and manage the overall budget for each ancillary service and develop pro-active mitigation strategies where needed
- Recommend annual pricing parameters for all ancillary services including residence rooms, food service, AV equipment, and facilities rentals for approval by Executive Team

SHARED OPERATIONS AND PROGRAMS AND SPECIAL REPORTING REQUIREMENTS

(15%)

- Oversee all elements of the provision of food and drink on the campus including the current partnership with Canadore College and Sodexo in the shared cafeteria space, the restaurant and bar in the Nipissing University Student Center and all conference services requirements
- Attend regular meetings with the Nipissing University Student Union to review operational components of the MOU for support and operating services for the student centre building (including overseeing bar/restaurant operations, conference services, and event booking)

OTHER

(15%)

- Responsible for maintaining relationships with 3rd party providers for Campus Shop, and food services for the University
- Oversee the preparation of written contractual agreements with 3rd parties hosting an event on campus including negotiation for the provision and level of services requested
- Represent Nipissing University, both on and off campus, through membership in professional associations;
- Liaise with local and regional tourism and economic development organizations to act as a strategic community partner in attracting key audiences to North Bay and Nipissing region

Any other duties as assigned.

EDUCATION:

University degree in a related field (i.e. Business/Marketing, Hospitality, Event Planning, etc..)

Training, Experience, Knowledge & Skills Required:

- A minimum of 7 years' experience in positions demonstrating progression and increased responsibility at a senior level, preferably in higher education or the broader public sector
- Ability to solve practical problems and deal with a variety of concrete variables in situations where limited standardization exists
- Impeccable customer service, interpersonal and managerial skills. Able to communicate effectively within a complex stakeholder environment.

- Experience developing and executing promotional plans that have contributed to growth and revenue targets
- Experience in budgeting and financial management
- Experience in contract management
- Vision and leadership capabilities/experience to communicate objectives
- Ability to make decisions and prioritize initiatives in times of limited resources.
- Demonstrated attention to detail and the ability to prioritize tasks and meet deadlines in an environment of shifting priorities.
- Ability to exercise a collaborative style that allows for appropriate consultation from stakeholders and respect for process.
- Strong management skills with demonstrated ability to lead change.
- Knowledge of Canadian higher education systems, structure and culture
- Knowledge of the Liquor License Act, Serve Safe, Private Security and Investigative Services Act, safe food handling protocols, security practices within Ontario and campus policy and procedures an asset.
- Knowledge of WHMIS, health and safety implementation and training.

RELATIONSHIPS/CONTACTS:

Supervised by: Vice-President, Finance & Administration

Workers Supervised:

- Senior Manager, Campus Sales & Services (directly)
- Corporate Event Coordinator (indirectly)
- Campus Sales & Service Coordinator (indirectly)

INTERPERSONAL RELATIONSHIPS/PERSONAL CONTACTS:

Internal Contacts: Students/faculty/staff

External Contacts:

- 3rd party service providers (Follett, Sodexo)
- General public, businesses
- Suppliers
- Canadore College
- NUSU
- Other Universities

MATERIALS/EQUIPMENT UTILIZED:

- PC based-computer software and systems
- General office equipment
- Cash card system equipment

PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS:

- Visual/listening concentration
- Heavy workload, often with several conflicting deadlines
- Occasional Irregular hours including extended workdays
- Multiple task management related to the blend of managerial and direct service responsibilities of this position
- Ability to respond to conflicts where disagreements occur in service expectations

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

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Approvals

Supervisor

Date

Human Resources