

Job Description



Job Title:	Senior Manager, Student Services
Department:	Centre for Extended Learning
Reports To:	Director, CEL
Jobs Reporting:	Examinations Specialist, Examinations Assistants
Salary Grade:	USG 11
Effective Date:	August 2020

Primary Purpose

Supports the University's lifelong learning strategic initiatives by helping meet the needs of adult, distance, online, and part-time (ADOPT) learners in both degree and Professional Development (non-degree/non-credit) programs; extends the University of Waterloo/CEL brand in both areas; and contributes to direction of the unit as part of the Senior Management team

Key Accountabilities

Leadership

- Contributes to Centre for Extended Learning leadership as a member of the Senior Management team, and advises on program development; outreach, marketing and communication; learner related policies and support; and learner relationship management
- Creates operational plans and budgets with Director and other members of the management team to support the execution of CEL's strategic objectives
- Works with CEL Director, and Financial Administrator to develop and/or improve financial controls and monitor expenses with respect to support services and marketing
- Hires, supervises, coaches, and evaluates team members under his/her direction; ensures a work environment that fosters and rewards high levels of customer service, supportive mentorship, professional quality, respectful communication, and positive energy
- Develops, recommends and/or approves business processes and policies related to marketing, learner services and exams

Program Development, Support, and Advocacy

- Identifies programs and offerings that serve *non-traditional* learners such as adult, distance, online, and part-time (ADOPT) students
- Advocates for ADOPT learners among University service providers, ensuring their current and future needs are met, and helps inform university policies that impact ADOPT learners
- Ensures CEL compliance with university student-related policies
- Ensures the integrity and security of exams and other assessments supported by CEL
- Monitors KPIs and data (e.g., online programs, online courses, students taking online courses, students writing exams, etc.) to assess the effectiveness of CEL initiatives
- Advises Associate Director, Professional Development on lifelong learner needs
- Works closely with Associate Director, Systems to implement new procedures and systems, increase staff efficiency, student satisfaction and compliance
- Participates in internal university committees and initiatives, representing both the interests of the unit and ADOPT learners
- Organizes and manages special projects such as conferences and learning events

- Conducts research including on target audiences and markets; writes proposals for research funding and supervises researchers
- Sources vendors and suppliers, and leads Request for Proposals and evaluation processes for software and systems acquisitions related to exams, learner support and services
- Represents the unit within relevant external professional associations and communities, and contributes to growth and discourse in those groups

Marketing & Communication

- Guides creation of appropriate marketing and communication campaigns in ADOPT programming, which includes working professionals and career changers. Manages campaign budget, tracks success, and uses analytics to optimize results.
- Promotes awareness of CEL’s services and accomplishments in order to achieve strategic department objectives
- Conducts market research/analysis of lifelong learning needs locally and globally to identify target audiences and new markets and communication channels for credit and Professional Development programs; creates personas of target audiences; maintains a deep understanding of educational marketing and communications, and target demographics
- Advises on CEL PD campaigns and coordinates with PD staff or external agents or agencies to ensure campaigns are consistent CEL and University brand and messaging
- Leads collaborative marketing and communications projects with other academic departments to help them achieve their ADOPT programming objectives
- Develops and updates that reflect CEL’s various target audiences and informs business decisions, as well as marketing and communication to these audiences
- Interprets the university’s positioning and visual identity frameworks, brand guidelines and image, and ensures the effective and appropriate positioning of CEL and Waterloo in the minds of prospective and current students, key influencers/partners, and faculty and staff

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- University degree in field such Marketing, Business Administration, Human Resource Development, Adult Education or equivalent; an MBA or similar graduate degree in business or education preferred

Experience

- 5-8 years of experience in the accountabilities above, in a role that utilizes both education and business expertise, including progressively responsible management experience and a track record of achieving results
- Demonstrated success creating and executing integrated marketing strategies, preferably within a university or similar non-profit sector
- Understanding of post-secondary education, especially trends in adult and online education
- Successful in cultivating relationships with internal and external partners including academic, government, public-sector, and private-sector organizations and individuals
- Proven proficiency as a strategic thinker, with demonstrated success in developing and evaluating evidence-based strategic plans

- Demonstrated leadership and change management experience, coupled with proven ability to engage internal and external stakeholders and to work collaboratively to build consensus in a complex environment characterized by competing priorities
- Comprehensive understanding of integrated marketing strategies, the leveraging of institutional positioning and visual identity frameworks into effective strategic initiatives, and the achievement of optimal impact through the incorporation of traditional and emerging technologies and tools into those initiatives.
- Excellent written and oral communication skills, including proven excellence in editing and the ability to write effectively, authentically, and in a manner consistent with the quality and standard expected of university-level communications.
- Demonstrated level of maturity, competence, and professionalism appropriate for interacting with senior academic and administrative leadership
- Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Demonstrated ability to thrive in, and contribute to, an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Flexibility, diplomacy, sound judgment, and relations-management skills coupled with the ability to influence and motivate others and to manage crisis situations effectively

Knowledge/Skills/Abilities

- in-depth understanding of professional development, adult and continuing education
- ability to analyze and interpret data
- understanding of academic department operations and culture
- strong strategic planning skills, with proven ability to operationalize and execute plans
- ability to plan and lead market research and program development
- superior oral and written persuasive communication skills
- highly developed organizational and project management skills
- excellent problem-solving, conflict resolution, and diplomacy skills
- intermediate skill level in Microsoft Office suite and analytics tools
- ability to balance/advocate for team needs and overall operational needs and goals of the unit and university

Nature and Scope

- **Contacts:** University academic and support units and departments (including faculty members, chairs and deans, Registrar's Office, Marketing and Undergraduate Recruitment, Alumni Relations etc.), as well as external organizations, vendors and partners, as well as current and potential students. Represents CEL on a variety of internal and external committees and groups.
- **Level of Responsibility:** Performs specialized and broad-based work with minimal supervision, directs and monitors student support and marketing activities. provides leadership, performance management, coaching and development of unit staff;
- **Decision-Making Authority:** Must be capable of making decisions independently. Shares accountability with senior campus partners to resolve crisis situations and communicate in a timely fashion contingency plans for students, faculty and/or staff (e.g., cancellation of examinations, department closure due to weather, unexpected System failures etc.).
- **Physical and Sensory Demands:** Frequent distractions and competing priorities.
- **Working Environment:** Mostly office-based; frequent distractions; some travel and evening work required