

## Job Description

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<b>Job Title:</b>	Associate Director, Professional Development
<b>Department:</b>	Centre for Extended Learning
<b>Reports To:</b>	Director, Centre for Extended Learning
<b>Jobs Reporting:</b>	Client Relations Manager (CRM)
<b>Salary Grade:</b>	USG 14
<b>Effective Date:</b>	January 2019

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### **Primary Purpose**

To lead the unit, a key provider and supporter of continuing education and lifelong learning opportunities beyond the University's credit programs, including personal and professional development courses, certificates, corporate training, training development services, and community outreach initiatives – extending the University of Waterloo brand and cultivating ongoing relationships with learners from the University, local community, and the world.

### **Key Accountabilities**

#### **Professional Development Leadership**

- Provide leadership and overall management for the unit, ensuring it achieves adequate revenue, as the unit is fully revenue supported
- Develop unit strategic plans and targets and ensure their successful execution
- Provide strategic advice and expertise on lifelong learning and professional studies to CEL Director and senior University leaders
- Develop, recommend and/or approve all business processes related to unit operations, including policies, procedures, and guidelines
- Advocate for and support the University's lifelong learning strategic initiatives
- Represent the University within relevant associations and community, and contributes to growth and discourse in that community
- Contribute to Centre for Extended Learning leadership through management team, and in particular provides insight and perspectives on lifelong learning, personal and professional studies
- Facilitate and communicate with the PD advisory committee made up of university leaders and key internal and external PD stakeholders

#### **Client and Business Development**

- Identify new clients, markets or services to achieve targets and strategic objectives
- Work with Alumni Affairs, and Graduate Studies and Postdoctoral Affairs to build relationships with Waterloo alumni and graduate students, respectively
- Develop new external business relationships and secure new clients including the general community, corporations, public-sector, and clients from within the University
- Develop relationships with professional and accrediting associations both as potential clients and regulators that would inform curriculum and programming
- Grow training development clientele; monitor tender sites and author successful responses to RFPs in order to land training development contracts with external agencies
- Negotiate contracts and MOAs with external clients and services providers
- Advise clients on training strategies (both face-to-face and online), organizational development, and evaluation strategies

- Guide CRM on building and maintaining effective on-going client relationships

### **Program Development and Management**

- Through research, analysis, monitoring and understanding, generate new program ideas
- Continually renew program offerings to meet market needs and financial targets
- Develop relationships with government and public-sector agencies involved in identifying workforce needs and supporting program development
- Cultivate formal partnerships with academic departments, research centres, and Academic Support Units, to leverage and deliver Waterloo expertise through non-credit offerings
- Establishes and maintains business relationships with organizations and individuals with appropriate credentials and expertise to create and teach courses and programs
- Identify opportunities to bridge or repurpose credit and non-credit programs
- Oversee development of and approval of curricula, ensuring competencies and learning outcomes are appropriate and meet learner needs
- Collaborate with Manager of Client Development & Learner Services to identify and support adult and lifelong learner needs, and tailor marketing and support
- Consult with the Associate Director, Online Learning to resource online program development projects; ensure client and new program requirements are communicated to development team and that all stakeholder expectations are met
- Ensure marketing plans are well-designed and executed to provide the right programs and courses to targeted markets at price points that optimize success. Guide creation of appropriate promotional campaigns, track success, and use analytics to optimize results
- Conduct program reviews and reviews evaluations conducted by CRM to ensure programs and courses meet quality, enrolment and financial targets
- Work with Associate Director, Systems, to ensure appropriate systems, infrastructure, resources and staffing are in place to support program delivery and expansion; periodically leads internal reviews to increase efficiency, reduce costs and improve customer service

### **Staff and Financial Management**

- Guide strategic planning, programming, and operational decisions using a data-driven, evidenced-based approach
- Create yearly budgets and multi-year financial plans, and ongoing financial analysis
- Perform ROI analysis and identifies underperforming programming with input from CRM, and takes appropriate action
- Guide CRM on termly priorities
- Hire and manage staff, managing performance and supporting their development
- Work with the CRM and Manager, Client Development and Learning Services to ensure front-line staff have the training, information and knowledge to support prospective students and are meeting targets for customer satisfaction and contact-to-registration conversions
- Develop competitive remuneration strategy for instructors

*\*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

<p><b>Education</b></p> <ul style="list-style-type: none"> <li>• Master degree in field such Business Administration, Human Resource Development, Adult Education or equivalent, with specialization in adult learning principles</li> </ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• 5-8 years of experience in the accountabilities above, including progressively responsible management experience and a track record of growing professional development programming, relationships and revenue in an adult education context</li> <li>• Successfully cultivating relationships with academic, government, public-sector, and private-sector organizations and individuals</li> <li>• Demonstrated success creating and executing integrated marketing plans</li> <li>• Demonstrated success in writing proposals and negotiating contracts</li> </ul>
<p><b>Knowledge/Skills/Abilities</b></p> <ul style="list-style-type: none"> <li>• In-depth understanding of professional development, adult and continuing education</li> <li>• Strong understanding of effective practices in adult learning</li> <li>• Ability to track and forecast private and public-sector needs and market trends</li> <li>• Strong understanding of marketing tactics including digital and social media</li> <li>• Ability to analyze and interpret data</li> <li>• Understanding of academic department operations and culture</li> <li>• Strong strategic planning skills, with proven ability operationalize and execute plans</li> <li>• Strong understanding of budgeting, accounting, and financial management</li> <li>• Ability to forge strong business relationships with internal and external partners</li> <li>• Ability to plan and lead market research and program development</li> <li>• Superior oral and written persuasive communication skills; ability to influence clients</li> <li>• Self-motivated; possessing a goal-oriented, entrepreneurial nature</li> <li>• Highly developed organizational and project management skills</li> <li>• Ability to manage and motivate a team that excels at service, support, and sales</li> <li>• Excellent problem-solving and conflict resolution</li> <li>• Intermediate skill level in Microsoft Office suite and analytics tools</li> </ul>

### Nature and Scope

- **Contacts:** Build effective communication channels and trust relationships with external employers, organizations, and partners; University academic units (including faculty members, chairs and deans, Alumni Relations), as well as staff in other departments. Identify members of and communicate with the PD advisory committee.
- **Level of Responsibility:** Overall responsibility for the unit; generate multi-million-dollar revenues to fund operation while returning percentage to central University coffers; ensure good relationships with over 40 instructors; provide leadership, performance management, coaching and development of unit staff; set goals and direction for the team; provide Director a strategic plan for unit as well as related activity of the University
- **Decision-Making Authority:** All operational decisions within unit, including allocation of budget to program development, marketing and staffing; creation and execution of unit strategic plan; vet proposals to be taken to PD advisory committee
- **Physical and Sensory Demands:** Frequent distractions and competing priorities
- **Working Environment:** Mostly office, some travel, client meetings in community