

## Job Description

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<b>Job Title:</b>	Director, Work-Learn Institute
<b>Department:</b>	Co-operative and Experiential Education - Work-Learn Institute
<b>Reports To:</b>	Associate Provost, Co-operative and Experiential Education & Associate Vice-President, Academic
<b>Jobs Reporting:</b>	Research Manager, Senior Research Associate, Research Coordinators
<b>Salary Grade:</b>	USG 15
<b>Effective Date:</b>	October 2020

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### **Primary Purpose**

The Work-Learn Institute (WxL) is central to advancing the University of Waterloo as a global leader for research and knowledge mobilization on the impacts of co-operative education and work-integrated learning (a defining component of the UW brand). WxL is a living lab based on UW's decades of experience as leaders in co-operative education. Its mandate is to investigate the development of talent for a complex future through work-integrated learning and it has three main areas of work: establishing quality standards for the field, conducting research based on the largest dataset in the world, and innovating new WIL models and program delivery.

The Director is responsible for the overall research and business leadership of WxL, including the development and implementation of strategic and communications plans to advance the mission of WxL. The Director is responsible for leading a research team to deliver on the objectives of WxL. The Director is also responsible for the creation and nurturing of relationships with WxL members and other key stakeholders internal and external to university including industry, government and other academic institutions, advancing research activities and funding, stewarding and promoting knowledge mobilization, management of day-to-day operations, and supporting UW's leadership in co-operative and work-integrated learning. The Director is responsible to the Associate Provost, Co-operative and Experiential Education and to the Associate Vice-President, Academic and through their two portfolios is responsible for contributing to the strategic direction of UW.

### **Key Accountabilities**

#### **Strategy, Governance, and Leadership**

- Develop, implement, and report on a multi-year strategic plan
- Contribute to the development and execution of CEE and UW strategic plans
- Ensure alignment between the Work-Learn Institute research agenda and broader University vision and goals
- Contribute thought leadership in internal and external groups/associations
- Regular updates to the Co-operative Education Council and UW leadership team

#### **Partnership Development and Management**

- Manage external partnerships with industry, government, non-governmental organizations, and academia, including collaborative agreements and tracking outcomes
- Target and cultivate new opportunities for collaboration and partnership for all aspects of WxL across industry, government, non-governmental organizations, and academia
- Connect WxL members to potential research opportunities through calls for proposals and expressions of interests from external relationships
- Address inquiries from prospective partners, media, and the general public

- Steward the development of cross-campus collaborative and interdisciplinary research teams and funding proposals
- Lead the development, implementation, and reporting of major research and program funding proposals
- Cultivate relationships with leading domestic and international research centres through memorandum of understanding and create opportunities for WxL members to participate in domestic and international research and professional networks
- Strengthen collaborations with other research Centres/Institutes on campus

### **Managing external funding for WxL**

- Responsible for leading the development, submission and implementation of funding proposals on behalf of WxL including major funding applications directly submitted on behalf of UW and partner institutions
- Support WxL partners in initiating and developing external funding applications and/or providing letters of support
- Responsible for coordinating the reporting activities for externally funded projects

### **Operations Management and Supervision**

- Responsible for all day-to-day general management and staff supervision, including human resources, financial management, authorization of purchase of equipment and materials for research and outreach, and space management (in coordination with UW non-academic units as required)
- Supervise WxL staff, including planning for training and development, conducting performance appraisals, assigning job responsibilities and liaison with Human Resources regarding all staffing
- Maintain internal relationships and communications with the Faculties and Academic Support Units across the institution

### **Communications, Marketing and Knowledge Mobilization**

- Lead the creation and implementation of integrated marketing and communications plan to raise the profile of WxL on campus, across Canada and internationally;
- Develop and manage WxL brand strategy
- Provide data derived insights on areas of strategic importance for the university (e.g. understanding of employer talent pipeline needs as input to lifelong learning strategy)
- Oversee development of a professional portfolio of marketing communications materials (including website, social media, brochure, conference booth)
- Oversee media management (e.g., press releases, media interviews, social media) and supports WxL members in media opportunities in coordinating with Faculty and University communications staff
- Actively participates in managing content for website and social media accounts
- Deliver presentations to government, industry and other external partners
- Prepare annual report and newsletters for university administration, membership, and external partners
- Coordinate communications with WxL members

### **Advances Education, Training and the Model of Work-Integrated Learning**

- Lead market research and collaborate to develop new educational and professional training opportunities for WxL partners: industry, academia, government and non-governmental organizations
- Use WxL research to inform the development of resources and programming to advance the practice of work-integrated learning at UW as well as nationally and internationally
- Establish and promote quality standards for the practice of work-integrated learning

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- Test innovations in work-integrated learning to adapt to the changing needs of students, employers, and the world of work

*\*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**

- PhD is required, most likely in social sciences with application to educational or organizational research

#### **Experience**

- 5+ years of previous experience in organizational development and strategic planning, preferably in scientific, academic sector
- Experience with organizational communication strategies, public relations, and media management
- Substantial experience with partner relationship development and management (government, business, NGO)
- Experience with research or other project development and implementation, including financial planning, team development, management, and monitoring and reporting
- Established research record in one or more of the following substantive areas applicable to a work-integrated learning research agenda: educational research, organizational research, economic/labour research

#### **Knowledge/Skills/Abilities**

- Proven ability to work successfully with a wide range of groups and individuals, including community groups, researchers, the private sector, and multiple levels of government.
- Advanced knowledge in one or more of the following substantive areas applicable to a work-integrated learning research agenda: educational research, organizational research, economic/labour research
- Strong leadership, interpersonal, and communication skills.
- Proven management and strategic planning skills.
- Excellent writing and presentation skills.
- Advanced computer skills: Outlook, Word, Excel, PowerPoint.
- Advanced technical skills in data analytics software (e.g., SPSS, SAS, R, AMOS, Smart-PLS, NVivo)

### **Nature and Scope**

- **Contacts:** There is significant interaction with senior administration, faculty, and staff campus-wide. Internally, communicates and works with a variety of contacts to advance WxL strategic plan and objectives, including: Associate Provost, Co-operative and Experiential Education, Associate Vice-President, Academic, Associate Deans, Co-op (or equivalent) Centre for Teaching Excellence Writing and Communications, Quality Assurance, Centre for Extended Learning, Library, Research Ethics, Marketing and Undergraduate Recruitment, Alumni and Advancement, University Relations, WxL Associates. There is also significant professional interaction externally with diverse organizations across Canada and internationally to promote WxL and its members, develop partnerships and negotiate collaborations, including: Co-operative Education and Work-Integrated Learning Canada, World Association for Co-operative and Work-Integrated Education, International Journal for Work-Integrated Learning, Other Universities and Colleges, Government ministries and agencies (federal,

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provincial and local), Corporations, businesses, and industry association representatives, Community groups and NGOs

- **Level of Responsibility:** This job has specialized work with minimal supervision and provides leadership and guidance to others. Manages a university-wide function that is specialized. This job includes responsibility for oversight of permanent, casual and temporary staff and setting the agenda (research and other activities) for WxL
- **Decision-Making Authority:** Responsible for setting and implementing the WxL strategic plan. Authority to direct the operational side of WxL in order to accomplish the objectives and strategic priorities, identifying and acting on opportunities, negotiating terms for projects. Makes decisions on external partnerships and communication content and timing.
- **Physical and Sensory Demands:** Minimal demands typical of a professional/administrative position within an office environment.
- **Working Environment:** Office based work environment. Travel required, including international travel. No significant physical risks. Physical risk typical of those associated with a business travel. No significant psychological risks. Minimal exposure to disagreeable conditions typical of a supervisory position. Disruption in lifestyle due to travel requirements and/or unusual schedules