

## Job Description

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<b>Job Title:</b>	Associate Director, Programs and Operations
<b>Department:</b>	Centre for Advancement of Trenchless Technologies (CATT)
<b>Reports To:</b>	CATT Executive Director
<b>Jobs Reporting:</b>	Outreach Program Coordinator
<b>Salary Grade:</b>	USG 12
<b>Effective Date:</b>	October 2018

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### **Primary Purpose**

To provide leadership and oversight to the development and management of the Centre for the Advancement of Trenchless Technologies (CATT), which develops, delivers, and supports non-credit, professional development courses, certificates, corporate training, community outreach initiatives, and other lifelong learning opportunities beyond University credit programs, generating revenue for its operation.

The Associate Director, Programs and Operations is responsible to grow CATT's annual net revenue by expanding existing programs and services and its reputation as an industry leader nationally and internationally in the field of buried infrastructure trenchless construction, renovation, condition assessment and asset management and other areas described in its mandate. The incumbent will be responsible for the Centre's administration, education programs, conferences, branding, marketing, customer relationship management (CRM), e-commerce and web content management system, and staffing and finance.

This person will report to the Executive Director and Board of Directors and will work closely with the Technical Director/Research Associate.

### **Key Accountabilities**

#### **Strategic Planning and Support, including but not limited to:**

- Provide the Executive Director, Technical Director/Research Associate and the Board of Director with confidential and strategic advice, information and data to support decision making, with respect to finances, branding considerations, space planning etc
- Develop long-range strategies and operational plans for the Centre, and monitor and report on progress
- Increase CATT's net annual revenue by expanding existing programs and services, identifying new opportunities and membership
- Coordinate resources required to support strategic and operational plans, including space, and financial and human resources, and information technology
- Oversee strategic communications, including overall responsibility for internal communication, overseeing web content, and approval of external communications
- Develop and coordinate the production of reports on the Centre's activities, i.e., Centre's Senate Renewal Report and Annual Reports
- Attend CATT's Board of Directors meetings and report on activities and initiatives that support the implementation of the strategic plan
- Evaluate and monitor market trends - including challenges and opportunities - to develop and execute new growth initiatives

**Financial Oversight, including but not limited to:**

- Oversee the development of the Centre's annual operating budget
- Ensure that funds are available to support the Centre's operations
- Review the Centre's financial position with the Executive Director, Technical Director/Research Associate and the Board of Directors on a regular basis
- Ensure that all operating and research funds are soundly managed
- Provide financial input into the Centre's strategic plan
- Review and monitor existing key performance indicators (KPIs) and, if necessary, develop new KPIs and report on selected KPIs
- Assess the financial viability of proposed projects and make recommendations based on appropriate cost/benefit analysis

**Human Resources Administration, including but not limited to:**

- Assist the Executive Director and Technical Director/Research Associate with the recruitment, evaluation, promotion, professional development, and retention of administrative staff
- Regularly review the administrative staff structure to ensure that human resources are efficiently and effectively managed
- Oversee the day-to-day work of staff, including fostering constructive working relationships, monitoring workload and providing direction and problem-solving support
- Coach and mentor staff
- Administer the salary increase process for staff
- Ensure that personnel files, work schedules and vacation records for staff are maintained in accordance with the University policies

**Develop and Manage Brand Communications, Marketing, and Customer Relationship Management (CRM) Strategies, including but not limited to:**

- Work closely with CATT's Membership and Marketing and Public Relations Committee to develop and implement brand communication, marketing, and CRM strategies
- Liaise with CATT's Membership Committee to ensure retention and to drive membership growth in Ontario, Canada, North America and globally
- Promote CATT's education and research programs by developing content that will engage national and international customers through digital and print media, content marketing, social media, and free and paid advertisement
- Grow and expand the CATT's existing Online Trenchless Directory to be the Canadian Online Trenchless Directory
- Make the Canadian Trenchless Directory become an annual net revenue income source via selling advertising, etc.
- Review automated web analytics information and consolidate for sharing with the Executive Director, Technical Director/Research Associate and the Board of Directors
- Use information from automated web analytics tools to track and improve the Web CMS, customer engagement and retention, and CATT's programs and services
- Review and monitor existing key performance indicators and, if necessary, develop new KPIs and report on selected KPIs

**Manage Conferences, Education Programs, and Drive Growth, including but not limited to:**

- Work closely with CATT's Conference Committee to organize and grow the annual Trenchless Technology Road Shows (conferences) and other CATT events
- Attend Conference Committee meetings along with CATT team members to collaborate and to ensure that all the tasks are identified, assigned and executed in a timely manner

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- Work closely with CATT's Education and Seminar Committees to develop, deliver and expand CATT's non-credit courses (seminars, workshops, in-house training courses), and education initiatives for municipalities, industry organizations and associations
- Conduct and/or organize regular meetings with the Education and Seminar Committees to help with the development of workshop descriptions/outlines/topics, and help to identify and contact speakers
- Coordinate the development of marketing and promotional materials for events, including management of content on websites and social media
- Manage staff and volunteers/instructors to ensure that all courses, workshops, and events are well marketed, and professionally delivered
- Manage budget, costs and revenues of conferences/events and education programs
- Coach and develop all Professional Development staff
- Review and monitor existing key performance indicators and, if necessary, develop new KPIs and report on selected KPIs
- Expand national and global education activities, i.e., using online/web tools
- Develop new certificate based programs, such as the Education Program for Civil Infrastructure Professionals (EPCIP) that can be offered nationally and globally
- Explore and obtain funding (grants, sponsorships, etc.) to expand the education program nationally and globally
- Review course/program/instructor evaluations and utilize the data to determine the impact on future continuing education programs
- Manage all tasks for the successful delivery of conferences and events (e.g., venue selection and bookings, arranging/contacting speakers and technical program development, arranging necessary equipment, etc.)

### **Administrative Leadership, including but not limited to:**

- Liaise with department, faculty, finance, information technology, Office of Research and others to ensure effective and efficient operation of the Centre
- Support and assist with the planning and execution of various special events, such as retreats, workshops, conferences, partnership workshops and courses, and non-credit courses, as necessary
- Work with the Technical Director/Research Associate to ensure the efficient and equitable use of facilities and equipment, including allocation of space
- Oversee maintenance, repairs, renovations and new construction as required
- Plan and co-ordinate moves
- In consultation with the Executive Director, authorize purchases and allocate equipment and furnishings
- Oversee the issue of keys and key fobs and ensure that adequate records are maintained
- Serve as a resource within the department for the interpretation of and ensuring adherence to UW and departmental policies, guidelines and practices

*\*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**

- Bachelor's Degree in Business Administration, Adult Education or a related discipline is required; Master's Degree is preferred

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- Equivalent combination of education and experience will be considered
- Completion of additional courses in Engineering or a related discipline is an asset

### **Experience**

- 5 years of progressively responsible operational management experience including demonstrated experience with driving and managing growth, business management, finance, and budgets
- Significant experience with developing educational programs and services, planning and coordinating educational and industry events/conferences, and a proven track record of growing enrolment and revenue in an adult/professional education setting

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

- In-depth knowledge of best practices in Adult Education and online learning technologies
- Working knowledge of marketing, social media, web content management systems, e-commerce systems, and customer relationship management (CRM) tools
- Demonstrated ability to build and manage relationships and partnerships with internal and external stakeholders
- Demonstrated ability to develop and advance new programs and initiatives successfully
- Excellent verbal and written communication and problem solving skills
- Proven out-of-the-box thinker, independent and innovative solutions provider
- Willingness to learn

### **Nature and Scope**

- **Contacts:** This role will need to build effective communication channels and trust relationships with external employers, organizations, and partners; University academic units (including faculty members, chairs and deans), as well as staff in other departments. Internally communicates with: Finance, Procurement, IT (Information Technology), Civil and Environmental Engineering Department, Faculty of Engineering and other departments, and Office of Research. Externally communicates and collaborates with CATT Member Organizations, CATT Committees, CATT Partners (e.g., Benjamin Media Inc.), Industry Organizations (e.g., OGRA (Ontario Good Roads Association), OSWCA (Ontario Sewer and Watermain Construction Association), GTSWCA (Greater Toronto Sewer And Watermain Contractors Association), AM (Asset Management) Ontario, AMO (Association of Municipalities Ontario), OWWA/AWWA, etc.), Colleges/Universities (e.g., Fleming College) and organize and attend meetings if needed.
- **Level of Responsibility:** The position is responsible for direct supervision of others and supports the Technical Director/Research Associate and Executive Director in furthering strategic initiatives of CATT. Responsible for recruiting suitable staff to meet the needs of CATT while maintaining financial sustainability, and providing direction to staff. Overall responsibility for the Professional Development group, managing relationships with approximately 90 plus member organizations. Provides leadership, performance management, coaching and development for all Professional Development staff. This role will be responsible for helping to set goals and direction for the team. This role will advise the Executive Director and Board of Directors on policy and strategic direction.
- **Decision-Making Authority:** Responsible for the creation and execution of the strategic plan, and for all operational decisions within Professional Development. Responsible for the development and management of programs, and for managing a budget of around \$0.5 million in revenue annually. Incumbent will make and recommend decisions to further the growth of CATT, including development of new programs.
- **Physical and Sensory Demands:** Most of the work is office based. Help with carrying workshop materials (e.g., audio/visual equipment, course handouts, banners, etc.) will be needed. Frequent distractions and competing priorities.

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- **Working Environment:** Most of the work is office based. Meetings are generally over the phone. However, travel will be required for in-person meetings and to attend workshops and conferences. Most of the one-day workshops (8 to 10 every year) are in the GTA (Greater Toronto Area). Yearly conference venue alternate between Ontario (mostly in Niagara Falls) and British Columbia (Vancouver) and/or Alberta (Calgary or Edmonton).