

Job Description

Job Title:	Co-ordinator, Continuing Professional Development
Department:	School of Optometry and Vision Science
Reports To:	Director, Continuing Professional Development
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	February 2021

Primary Purpose

The Coordinator for the Office of Continuing Professional Development (CPD) is accountable to the Director, CPD and works closely with the School Director to manage the continuing professional development and continuing education programming at the School of Optometry and Vision Science.

This responsibility, in consultation with the CPD Director, includes program development, planning, and implementation; marketing and promotion strategies; and budget management in a cost-recovery context. Specific areas in continuing education include live lectures, distance learning/on-line, and workshops, as well as the development of specializations in optometry.

The position is responsible for managing the Office of CPD and will:

- Design and implement in person and virtual continuing professional development programs for optometrists, ophthalmic assistants, affiliated health care professionals, and members of the general public
- Deliver for-credit distance education programming related to the Doctor of Optometry (OD) practicing optometrists, including support for a potential satellite campus
- Develop a curriculum in support of specialization in optometry in conjunction with the professional associations and regulatory colleges of optometry

Key Accountabilities

Program Market Research

- Prepare and present status updates, issues recommendations to inform strategic decisions, and ensures that CPD capitalizes on potential new development technologies and practices
- Conduct regular market research and needs assessments
- Create and conduct surveys and summarize results
- Liaise with professional associations/advisory committees
- Develop and maintain ongoing relationships with business, community and industry organizations in order to identify and assess their training needs
- Identify and develop novel delivery opportunities
- Cooperate with other providers to ensure that services are complementary, and avoid duplication/overlap
- Conduct market analysis with other Schools and Colleges of Optometry in North America

Program Development/Implementation/Evaluation

- Identify subject matter experts to develop and deliver CE and professional OD course material
- Consult, advise, and support the Director, CPD to develop/create courses and programs to meet the needs of alumni, the profession, affiliated businesses and the community
- Ensure that for-credit courses meet UWaterloo and ACOE accreditation standards

- Design/initiate curriculum in support of Director CPD with academic support from School administrators and faculty committees
- Work collaboratively with School of Optometry and Vision Science staff re: admissions, academic standards and student support issues for the satellite campus projects
- Prepare and submit grant applications and reports as required
- Employ project management approaches to manage work, information, and logistics of project deliverables
- Maintain a strong understanding of current literature, best practices, legal and legislative frameworks related to CE, and conducts related research (e.g. literature reviews, needs assessments, data collection and analysis)
- Hire, train and supervise occasional workers and volunteers for CE events
- Provide support and training for online CE events and courses to speakers, content developers, attendees, and corporate sponsors
- Develop custom solutions for specialized CE projects that fall outside of the normal scope and capabilities of the CPD office, using a broad range of web technologies and collaboration with IST.
- Work with faculty and the Director, CPD to help design and develop online courses; either helping design new courses/programming or translating existing courses to an online environment, utilizing Online Learning Quality Guidelines
- Conduct accessibility and usability testing of online courses/programming

Marketing and Promotion

- Identify and define target markets for each program
- Develop a visibility and outreach strategy for the CPD Office, coordinating with other School of Optometry outreach
- In conjunction with the Communications Officer, prepare, plan and coordinate advertising materials for programs; develop advertisements, brochures and flyers, evaluating email, social and content marketing plans
- Prepare course descriptions
- Identify appropriate channels of communication to promote programs, and develop and maintain key contacts in those areas
- Work with the Associate Director, Advancement for sponsorship and donations for CE programming and events
- Create virtual and hard copy invitations and coordinated email and mail campaigns, collect and record RSVP's for CE and related outreach programs
- Update and maintain CE website

Financial Management in conjunction with the Finance Officer

- Review and support program area budget to meet targets and operating margins as established by the Director, CPD
- Establish product pricing, conduct break-even analyses for overall and individual programs with support from finance
- Seek out, apply for and find funding to support continuing professional development and distance education programming
- Establish individual course budgets
- Manage and review financial status monthly in conjunction with finance
- Provide program information to the Associate Director, Advancement to inform and establish a sponsorship plan that will support the budget of CE offerings.

Engagement and Outreach

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- Develop and maintain a good working knowledge of the University's activities, and the School of Optometry & Vision Science projects and activities
- Collaborate and build partnerships with the optometric community, alumni, faculty, staff, students, and volunteers, to further strengthen alumni contacts, maintain a consistent national presence, increase CE success, and continue to be sensitive and knowledgeable of provincial needs, challenges and successes within the profession and Optometry & Vision Science education
- Through cultivation and solicitation efforts, establish and maintain relationships with appropriate administrative officers, board members in corporate, foundation, colleges, associations, clubs, and individual sectors
- Consult with colleagues at other Faculties/Schools of Optometry & Vision Science provincially, nationally, and internationally to seek information on CE activities, issues and developments

Optometry licensing and regulation administration

- Consult and liaise with regulatory bodies (ARBO, CAO, COO, etc.) in regards to regulation and legislation
- Submit talks, attendance and activity reports to ARBO for CE accreditation
- Establish records management systems for programs and Learning Management Systems, developing, maintaining, verifying and evaluating existing systems, working with ARBO and University of Waterloo data privacy constraints
- Analyze data received from all evaluations and make recommendations to the Director, CPD/or instructors, as appropriate, about possible improvements
- Issue CE certification letters for attendees and equivalencies

**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 undergraduate degree, related college diploma or equivalent education and experience

Experience

- Designation in Project Management a strong asset
- 4-5 years of relevant, related experience in the management of teams involved in multimedia design, development, and production
- Experience with high-volume resource management and scheduling, and prioritizing competing demands
- Experience working in a fast-paced, collaborative, team-based environment
- Experience working with remote teams and effectively mobilizing alternative forms of connection and communication
- Experience creating and managing professional development programs an asset

Knowledge/Skills/Abilities

- A strong, friendly, open communicator with exceptional verbal and written communication skills
- Proven ability to multi-task and manage a high volume of work and incoming data, conflicting priorities and deadlines, as well as advocate for the support and resources needed to complete projects
- Advanced skill level in Microsoft Office suite to prepare and execute presentations as needed, SharePoint, and/or other cloud-based video conferencing service (WebEx, Zoom, Bongo, etc.)

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- HTML email campaign software platforms (MailChimp)
- Qualtrics
- SEO tools
- Social Media (Instagram, Facebook, Twitter, Snapchat) //Socialbakers Enterprise
- Content Management Systems (Drupal)
- Adobe Creative Suite
- Knowledge of the Canadian and international online learning and higher education landscape
- Demonstrated ability to develop and maintain positive relationships with project stakeholders and senior administrators
- In-depth understanding of e-learning tools, including Learning Management Systems (e.g., LEARN), media development tools, collaboration tools, etc., and their application in higher education
- Intermittent work outside the normal operating hours of the institution and occasional travel

Nature and Scope

- **Contacts:** This position requires interaction with a broad range of internal and external contacts. Internally, the Co-ordinator will communicate with Director, CPD; School Director; Associate Director, Advancement; students, and staff from other departments. Externally, the incumbent liaises with regulatory bodies (ARBO, CAO, COO, etc.) national and provincial optometry bodies (Colleges and Associations), attendees, and other Continuing Education Programs in Canada.
- **Level of Responsibility:** Demonstrated ability to take initiative, work independently and as a team member in a fast paced, challenging environment; staff management, influence, leadership. The position is expected to operate independently within the School of Optometry & Vision Science, accountable to both the Director, CPD and School Director. This position is responsible and accountable for the School's Continuing Professional Development programs and activities.
- **Decision-Making Authority:** Decision-making related to prioritizing multiple deadlines. Complex issues and problems are brought to the attention of the Director, CPD and School Director, recommending solutions. The incumbent has direct impact on the School's success, reputation, mandate and successful implementation as a national resource in continuing education.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses; physical effort that may result in moderate fatigue, strain, or injury, as a result of substantial repetitive keyboard/mouse movement; high sensory demands because of required concentration and attentiveness to detail; constant distractions and interruptions; and escalated sensory and physical demands during peak periods.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project management-level responsibilities; occasional work outside the normal operating hours of the institution and occasional travel.