

Job Description

Job Title:	Manager, Outreach and International Programs
Department:	Conrad School of Entrepreneurship and Business
Reports To:	Director, Conrad School of Entrepreneurship and Business
Jobs Reporting:	Co-op students; Casual and contract project staff
Salary Grade:	USG 12
Effective Date:	January 2023

Primary Purpose

The Manager of Outreach and International Programs (The Manager) will provide project leadership to Conrad's strategic outreach and international program objectives, including program development, alumni engagement, corporate partnerships and relationships, opportunity identification, negotiating and managing complex partnerships with other organizations, representing Conrad and the University of Waterloo externally, and strategic engagement with WatSpeed and the broader marketplace on potential programming. This position is central to the establishment of Conrad and UW as a world-leader in entrepreneurial business education. The Manager will provide project leadership in program design and execution as appropriate, and give leadership to emergent, high-priority strategic initiatives. Among key responsibilities is the programmatic leadership and oversight of the BETS program. The Manager must proactively and successfully pursue relationship development opportunities for Conrad's new program directions, graduate programs and other outreach and executive education activities. Partners and clients may include elite universities, corporations, senior levels of government and other external actors.

Key Accountabilities

Leadership and Strategic Planning

- Provide project leadership and vision to develop, implement, coordinate, monitor and sustain: 1) new strategic programs for Conrad and the university, 2) international program partnerships, 3) outreach and executive programs, and 4) corporate relationships external to the university
- Leadership in engagement, strategic planning and coordination among multiple university partners and partners outside the university
- Leadership oversight in the recruitment and relationship management of employer company partners that participate in the Bridging Entrepreneurs to Students (BETS) program. This includes functional supervision and guidance for aspects of the BETS Coordinator role.
- Hiring, supervising, building, maintaining high performance team(s)

Business Development

- Identify, pursue and shape business development opportunities in all domains of Conrad's strategic development
- Market analysis and proposing and developing executive programs that could be pursued in open-enrolment or corporate partnership formats.
- Pursue seminars, new institutional partnerships, new "summer schools" for global participants, etc.
- The role must ultimately be net-resource-generating to help fund the growth, expansion and enhancement of Conrad's overall mission. This activity requires self-starting, self-management and highly sophisticated business and relationship development skills.
- Development and management of memorandums of understanding and legal contracts
- Planning and implementing of a full range of marketing and communications initiatives, in relation to the Manager's projects and in collaboration with the Marketing team

Job Description



<ul style="list-style-type: none">• Provide internal leadership and support to advancement opportunities
Research <ul style="list-style-type: none">• Market research including identification, monitoring and data analysis of national and regional trends, competition analysis, and utilizing these findings to prioritize the deployment of scarce resources• Develop ongoing expertise and stay current in the perpetually changing marketplace for entrepreneurship programming• Develop and execute research projects, including acquiring grants, soliciting and orchestrating direct funding opportunities from government ministries at provincial and federal levels, defining hypotheses, securing industrial funding and in-kind commitments and letters of support, developing methods, and providing administrative oversight for a research team• Convene and manage high-profile conferences and events involving global leaders in domains related to Conrad's activities
Budget Management <ul style="list-style-type: none">• Responsible for program budgets and budget management in the Manager's broad portfolio of activities, including developing budgets for new initiatives, ensuring profitability, cost management, etc. within the scope of their portfolio(s)
Project Management <ul style="list-style-type: none">• Ensure new, old, developing, and interconnected projects survive and thrive profitably while delivering exceptionally high quality client service
Recruitment <ul style="list-style-type: none">• Accountable, in collaboration with the Director, for hiring outreach staff and exercising influence over the related activities of other staff and faculty within Conrad
Representative for the Conrad School around the world <ul style="list-style-type: none">• Represent Conrad and the university at events around the world

**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 <ul style="list-style-type: none">• University Degree, preferably in a field related to business development and entrepreneurial business education• Preferred candidates will possess an MBA, MBET or equivalent education and experience
Experience <ul style="list-style-type: none">• Minimum 8 years of successful experience relevant to complex program leadership and relationship development with senior leaders in external organizations• History of successfully engaging C-suite level executives and their direct reports at other organizations as peers and partners• Demonstrated experience as an independent, entrepreneurial program leader and manager in the international sphere, as a business development professional and strategic thinker• Proven ability to manage a large volume of work, conflicting priorities and deadlines• Capable strategic thinker with proven ability to develop and execute projects and programs in a highly professional manner• Experience working globally and the ability to speak multiple languages an asset

Knowledge/Skills/Abilities

- Superior written and oral communication skills
- Excellent human relations skills; outstanding ability to build constructive team relationships and to foster and manage relationships with internal and external stakeholders

Nature and Scope

- **Contacts:** The Manager's responsibilities are wide-ranging and team-oriented. As such, the incumbent must maintain productive internal and external working relationships. The primary internal group would include the Director, Associate Directors, faculty and staff of Conrad; leaders and administrators within the Faculty of Engineering; Office of the VP of External Relations; faculty-based recruitment personnel, Waterloo International, Waterloo Professional Development. Just as important are the external working relationships with the external entrepreneurship, business and technology communities, and Conrad's extensive and global alumni network. Few of these relationships are straightforward, and the creation of coherence where little may exist is part of the responsibility of the Manager. The Manager must be comfortable building new relationships in high profile executive-level networking contexts, and successful cold-calling with senior leaders outside the University of Waterloo. The Manager must be sufficiently expert that the Director can trust them to make independent judgments and decisions in dynamic and evolving relationships of high importance to Conrad and the university.
- **Level of Responsibility:** This is a senior leadership position that requires the ability to adeptly and directly manage others, both with and without formal authority. The job has specialized work with minimal supervision and requires the ability to supervise administrative and project staff, and to assemble, build and lead work teams for new and important projects. Further, great capacity to influence a broad network of professionals and academics without direct authority is required. The Manager must be able to act as a representative of Conrad and the university both internally and externally on a national and international level. The Manager must be able to take initiative with little or no supervisory input. Establishes goals in consultation with the Director, but will have high levels of autonomy in developing and executing strategy in the outreach, corporate partnerships, and international programming spheres. The Manager must be capable of crafting and delivering dynamic and engaging world class presentations to audiences of hundreds anywhere in the world with confidence, style, and substance, and in a manner that is likely to invite senior leaders of governments and universities to actively invite continued relationship with Conrad and the University.
- **Decision-Making Authority:** Authority to engage in partnership conversations with potential corporate and university partners. The authority to purchase consulting services and hire and fire within the Manager's budget envelope. The Manager is a key part of the senior leadership team of the Conrad School, and develops program and partnership proposals as appropriate. Must manage complex projects and partnerships.
- **Physical and Sensory Demands:** Extensive sitting and concentrated and attentive use of the computer. Requires exertion of physical or sensory effort resulting in slight risk of repetitive strain injury. The position requires the balancing of conflicting demands and deadlines while accommodating interruptions to deal with pressing issues as they arise. Fairly extensive travel is required several times a year.
- **Working Environment:** Conditions typical of an office environment. Evening and weekend work is required. Significant amounts of travel – including international travel – may be required.