Position Number: 118178

A. IDENTIFICATION

Position Title: Associate Director, Leadership and Community Building Programs
Department: Leadership and Community Building Programs, Lifelong Learning
Position Reports To (Title): Program Director, Leadership and Community Building Programs
Date: June 14, 2017

B. POSITION SUMMARY

Reporting to the Program Director, Leadership and Community Building Programs, the Associate Director will work with the Program Director to grow the Program area's suite of innovative adult education offerings that promote community and leadership capacity and engagement. The Associate Director is responsible and accountable for the initiation, development, management, marketing, coordination, administration, and evaluation of online and face-to-face programming that strengthens community-building efforts to effect positive societal change.

The Associate Director, working collaboratively with the Program Director, will be involved in strategic planning, market research, and generating ideas for new markets and programs that align with the program area’s priorities, goals, and objectives. The incumbent will take the lead, working in collaboration with program advisors, subject matter experts, and the Leadership and Community Building Programs team, on conceptualizing, planning, designing, and delivering new revenue generating courses and programs. The incumbent will also develop and manage strategic and feasible community engagement initiatives that build community capacity for groups underrepresented in the University. The incumbent is responsible for the overall management and growth of programs, including instructor development and student recruitment, program logistics and administration, and preparing and managing budgets and financial plans. The incumbent will build strong, collaborative partnerships and collegiate relationships with partners and stakeholders, including University faculty and department representatives, professional associations, governments, other post-secondary institutions, businesses, and community groups.

The Associate Director also serves as Acting Program Director in the Program Director's absence.

C. DUTIES AND RESPONSIBILITIES

Program Management, Development and Curriculum Design

This position works collaboratively with the Program Director, Leadership and Community Building Programs, and is responsible for the conceptualization, planning, and initiation of online and face-to-face courses and programming that promotes community building, including the development of new revenue generating courses and programs in these areas. Determines program objectives, ongoing market and financial feasibility, specific course and program offerings, budgeted revenues and expenditures, and program priorities.

Additionally, the incumbent performs the following duties:
- Conceptualizes, designs, and develops new and innovative certificates, diplomas, courses, workshops, and seminar series by assessing market opportunities, liaising with industry and professional associations, governments, faculty, community groups and other stakeholders, and creating and revising curriculum.
- Manages a base of existing programs, assesses opportunities to further develop those programs, and undertakes that development in order to:
  - expand the existing programs, considering new scheduling, location and delivery options (online and/or blended delivery);
• design new programs, using the existing programs as a model.
• Undertakes the development of partnerships with relevant stakeholders for existing programs and potential new programs, including the community, professional and industry associations, and key employers.
• In collaboration with the Program Director, establishes and provides leadership to the advisory committees associated with the various programs, consulting on questions of curriculum review and renewal and actively seeking their input and advice in planning new activities.
• Conceived, plans, and executes marketing and communication strategies and student recruitment events.
• Liaises with business, professional, industry, education, and community groups and associations, promoting programs and soliciting feedback on existing programs and potential new programs.
• Collects evaluative feedback, measures programs against performance metrics, and makes appropriate adjustments to program and course offerings.
• Recruits instructors to teach for the programs and courses within the program; works closely with them on course/program development issues, such as curriculum design and delivery; and plans and executes instructor communication and professional development activities.

Strategic and Business Planning

Develops and implements a multi-year strategic and business plan for programs related to community building and engagement that are responsive to Leadership and Community Building Programs, Lifelong Learning and SFU’s strategic plans and visions. Anticipates and plans for future markets and education trends.

Program Leadership

In collaboration with the Program Director, manages the financial resources of the programs related to community building and engagement (Dialogue and Civic Engagement; Restorative Justice; Non-Profit Management), and other related programs by preparing budgets, monitoring revenue and expenses, and making strategic decisions to keep the programs on target to achieve annual and long-term goals and objectives.

Provides leadership to staff and instructors, ensuring that they have the resources and training they need to do their work, and ensuring that the quality of instruction and course materials is maintained.

Directs the marketing of courses and programs by working with program area staff and the staff of Lifelong Learning’s Marketing & Communications unit to design and develop the marketing materials and strategy for implementation by unit staff.

D. DECISION MAKING

i) Makes decisions with respect to:
• Developing and managing approved program budgets and financial plans.
• Allocating program area’s human resources and financial resources.
• Directing and managing the development and delivery of programs responsive to adult education and market trends.
• Designing program objectives, program content, delivery methods, and specific courses.
• Managing growth and identifying program priorities in response to program evaluations and performance metrics.
• Identifying, engaging, building, and maintaining relationships with internal and external stakeholders.

ii) Refers decisions with respect to:
• Complex political and financial issues
• Issues of a sensitive nature that could negatively impact the reputation of the Program, Lifelong Learning, or the University.

E. SUPERVISION EXERCISED

Indicate the number of continuing employees for whom the position is responsible.

Number of continuing employees reporting directly to the position: 3
Total number of continuing employees for whom the position has direct responsibility: 3*

*Note: The incumbent supervises external contractors (i.e. Instructors) as needed. Number of staff will vary based on the programs and courses.

F. SUPERVISION RECEIVED

Works independently under general direction of the Program Director, Leadership and Community Building Programs. Work is reviewed periodically for achievement of objectives and quality and effectiveness of programs.

G. UNUSUAL WORKING CONDITIONS

The work of the program area is highly visible within the university, and the local, national and international community, and creates a significant and public bridge between the University and the community.

This position requires travel to all campuses (Vancouver, Surrey, and Burnaby) on a frequent basis.

H. ENTRANCE QUALIFICATIONS

Master’s degree in a related discipline and four years of experience, which includes experience conceptualizing, planning, designing, and initiating discipline-related curriculum; or an equivalent combination of education, experience, and training.

- Demonstrated knowledge of the curricular areas.
- Excellent leadership and educational innovation skills.
- Excellent organizational, administrative, and supervisory skills.
- Excellent interpersonal and communication skills (both oral and written).
- Excellent consultative, leadership, decision-making, conflict resolution, and problem-solving skills.
- Demonstrated skills in areas of marketing, financial and human resources management, strategic planning, business development, relationship-building, and program and curriculum planning
- Ability to successfully develop adult education programming related to building community and leadership capacity, community engagement, and promoting human rights and equity.
- Demonstrated ability to implement strategies that promote diversity, inclusion, and equity.
- Demonstrated ability to manage a team in the planning and implementation of courses and programs.
- Demonstrated ability to develop and maintain effective collaborative partnerships and collegial relationships with faculty and department representatives; community groups; and government, professional, and industry representatives.
- Ability to work collaboratively and consensually in an academic shared governance environment.
- Ability to work in a fast-paced environment exercising mature judgment.