SIMON FRASER UNIVERSITY
ADMINISTRATIVE & PROFESSIONAL
JOB DESCRIPTION

Position Title:  Associate Director
Position #:  00110540
Department:  Lifelong Learning
Reports to:  Director, Career and Professional Programs
Reports to #:  00114273
Employee Group:  APSA
Grade:  10

POSITION SUMMARY

The Associate Director is responsible and accountable for the initiation, development, management, marketing, coordination, administration, and evaluation of a portfolio of revenue-generating certificate and diploma programs, boot camps, and other related courses. Current programs include: Editing, New Media Journalism, Plain Language, Public Relations, and Technical Communication. This Associate Director develops and modifies new courses, programs, and certificates within the portfolio through various delivery options. The Associate Director assumes responsibility for the overall management and growth of programs, instructor hiring and development, and student recruitment.

DUTIES AND RESPONSIBILITIES

1) Oversees program management, development, and curriculum design by:
   • Collaborating with the supervisor to conceptualize, plan, design, develop, and evaluate new and innovative revenue-generating certificates, diplomas, courses, workshops and seminar series.
   • Determining program objectives, ongoing market and financial feasibility, specific course and program offerings, budgeted revenues and expenditures and program priorities, while following Continuing Studies quality assurance best practices and in consultation with University faculty and department representatives and professional associations, businesses, and community groups.
   • Assessing market opportunities, liaising with industry and professional associations, faculty 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 through the expansion of these programs and consideration of new schedules, location and delivery options (online and/or blended delivery).
   • Undertaking business development with community, professional and industry associations and key employers, both for existing programs and for potential new programs, customized programs, and partnerships.
   • Exploring feasibility and undertaking the development of laddering opportunities within and outside SFU.
   • Providing 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.
   • Working closely with Program Coordinators and Program Assistants to ensure excellent service delivery for student and prospective students.
   • Conceiving, planning and executing marketing and communication strategies and student recruitment events.
   • Collecting and analyzing evaluative feedback and other data, and making appropriate and timely adjustments to program and course offerings.
   • Recruiting instructors for programs and courses; working closely with them on program development issues such as curriculum design and delivery; and planning and executing instructor communication and professional development activities.
   • Overseeing the work of external contractors (e.g. Instructors) involved with the delivery of programs and activities.

2) Develops and implements a multi-year strategic and business plan for Public Relations, Journalism, Digital Media, and other related programs by:
   • Guiding the development of innovative programs that are responsive to Lifelong learning and SFU’s academic and strategic plans and visions.
   • Anticipating and planning for future markets and education trends.
   • Collaborating with the Director, Program Coordinator and Lifelong Learning Administration in the development of the annual budget and monitoring of expenses and revenues on a monthly basis.

3) Manages the financial resources in a portfolio of certificate and diploma programs, boot camps, and other related courses 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.
   • Providing 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.
• Promoting a collegial and team-based approach.
• Directing the marketing of courses and programs by working with program staff and the staff of Lifelong Learning’s Marketing and Communications unit to design and develop the marketing materials and strategy for implementation by unit staff using a variety of systems and tools (e.g. Campaigner, social media).

4) Promotes and participates in events that advance the strategic direction of Lifelong Learning and public awareness of programs and courses by:
• Liaising with business, professional, industry, education and community groups and associations to promote programs and solicit feedback on existing programs and potential new programs.
• Participating in departmental community engagement initiatives and represents the Director when required.

**IMPACT OF DECISION MAKING**

The Associate Director is responsible for:
• Decisions with respect to program objectives, specific course offerings, budgeted revenue and expenditures and program priorities.
• Decisions regarding the allocation of the program area’s human and financial resources.
• Decisions regarding program content and delivery methods.

**RELATIONSHIPS**

Establishes and maintains relationships and alliances. Maintains effective communication. Shares information and readily determines to whom to go for relevant information. Seeks assistance and feedback in the problem solving process. Partners with others to achieve expectations.

**QUALIFICATIONS**

Master’s degree in education, management, or a related discipline, and four years of related experience in areas such as conceptualizing, planning, designing, and initiating discipline-related curriculum, or an equivalent combination of education, training, and experience.

Ability to work with social media (e.g. Twitter, LinkedIn, Facebook).

Ability to oversee a team of external contractors (e.g. Instructors) involved with the planning, development, implementation and evaluation of courses and programs.

Ability to develop and maintain effective collaborative and collegial relationships with community, professional, and industry representatives.

Excellent knowledge of program development and curriculum design.

Excellent leadership and educational innovation skills.

Excellent organizational, administrative, and management skills.

Excellent interpersonal and communication skills (both oral and written).

Ability to establish and maintain strong relationships with clients and other stakeholders

Excellent skills in marketing, financial management, strategic planning, business development, relationship-building, program and curriculum planning, and conflict management.

Ability to work collaboratively and consensually in an academic shared governance environment.

Ability to work in a fast-paced environment exercising mature judgment.