HUMAN RESOURCES
SIMON FRASER UNIVERSITY
ADMINISTRATIVE & PROFESSIONAL STAFF
POSITION DESCRIPTION

A. IDENTIFICATION

Position Number: 00117004

Position Title: Director, Employer Engagement and Graduate Career Management Centre

Department: Beedie School of Business - Graduate Career Management Centre

Position Reports to (Title): Assistant Dean

Date: April 26, 2018

B. POSITION SUMMARY

The Director, Employer Engagement and Graduate Career Management Centre (EE/CMC) is responsible for overseeing Employer Engagement on behalf of the faculty as well as the delivery of graduate career management services provided by the Beedie School of Business (SFU Beedie). Working in conjunction with the Assistant Dean, Associate Deans, Program Directors and Chairs, Area Coordinators of the Faculty, and EE/CMC staff, the Director develops the goals, priorities, vision, strategy, and tactics for the provision of career management services to graduate students. The incumbent directs and manages all operations of the EE/CMC including recruiting, supervising, evaluating, and managing/mentoring the career staff to ensure the highest level of student and corporate recruiter satisfaction. The Director obtains feedback from the corporate community, current students, and alumni to provide input into decision making regarding the design, development, content, delivery, viability, and student recruitment for SFU Beedie programs. Working collaboratively with the Directors of the Graduate and Undergraduate Programs, Associate Deans, Dean’s Office, Student Associations, Advancement, Marketing, Alumni Relations, SFU Career Services, the BBA CMC and Business Coop, the Director identifies synergies that benefit the corporate outreach goals of SFU Beedie. The incumbent develops and manages outreach to and relationships with external parties including recruiters and other schools’ career services directors in order to develop career links for students through multiple networks and channels. Collaborates with SFU Beedie Program departments to ensure proper financial and logistical resource planning and coordination across career management services, programming, tools, and information. Researches, compiles, and reports all relevant career information for recruitment, internal reporting, alumni tracking, and ranking surveys.

C. DUTIES & RESPONSIBILITIES

STRATEGIC PLANNING AND DEVELOPMENT (40%)

Overseeing Employer Engagement on behalf of the faculty as well as delivery of the graduate career management services provided by SFU Beedie. Working in conjunction with the Assistant Dean, Associate Deans, Program Directors and Chairs, Area Coordinators of the Faculty, and CMC/ER staff, the Director develops the goals, priorities, vision, strategy, and tactics for the provision of career management services to graduate students.

Directs and manages all operations of the EE/CMC including recruiting, supervising, evaluating, and managing/mentoring the career staff to ensure the highest level of student and corporate recruiter satisfaction.

Obtains feedback from the corporate community, current students, and alumni to provide input into decision making regarding the design, development, content, delivery, viability, and student recruitment for SFU Beedie programs.

Working collaboratively with the Directors of the Graduate and Undergraduate Programs, Associate Deans, Dean’s Office, Student Associations, Advancement, Marketing, Alumni Relations, SFU Career Services, the BBA CMC and Business Coop, the Director identifies synergies that benefit the corporate outreach goals of SFU Beedie. Develops and manages outreach to and relationships with external parties including recruiters
and other schools’ career services directors in order to develop career links for students through multiple networks and channels.

Leads the career management team in working collaboratively and developing and fostering strong relationships with students, faculty, program staff, alumni and the business community to ensure high quality career opportunities for all SFU Beedie students while upholding the image of SFU Business.

May be an ex-officio member of the faculties various Advisory Boards – such as the Business Technology Management Advisory Board, Business Analytics and Decision Making Advisory Board other Program specific initiatives as they develop and represents the Faculty to a wide range of external business and professional associations.

Working with the Student Associations, Advancement, Alumni Relations, BBA CMC, SFU Career Services, and Business Co-op, the Director identifies synergies that benefit the corporate outreach goals of SFU Beedie.

To meet career management and corporate outreach goals, manages the coordination of events such as professional development workshops, corporate speakers, networking events and career mentoring programs. In addition, in collaboration with the Assistant Dean, a comprehensive strategy to leverage relationships with alumni will be developed and implemented to support the career efforts of students, increase corporate connections and reconnect alumni to the school.

Identifies and manages the delivery of a variety of methods that meet the diverse career management educational and advising needs of SFU Beedie students. Utilizes a variety of resources including self-assessments, individual counseling, on-line career resource libraries, professional development workshops and a comprehensive career management program. Oversees all CMC special events including MBA and BBA Recruiting Receptions, over 125 on-campus employer events, and over 50 graduate career management education and employer sessions per year.

Provides strategic advice on the development of admissions policies for the SFU Beedie graduate programs and oversees the feedback from the Graduate CMC team about prospective student’s potential career success. Leads the CMC support of graduate student recruitment efforts; including the provision of effective recruitment information sessions, prospective student career/program counseling and positioning the CMC’s services and benefits in program marketing and branding.

Contributes to the overall success of the SFU Beedie Graduate and Undergraduate Programs and ensures that all career information on the Faculty’s website is current and relevant for prospective/current students, alumni and corporate partners.

Develops and deliver presentations to students and employer audiences on various career-related topics.

Works with internal and external constituents to enhance career development and employment opportunities for students across all programs. The Director has direct accountability for MBA/MSc employment activity and results.

**CORPORATE & STUDENT RELATIONSHIP DEVELOPMENT & MANAGEMENT (30%)**

Develops and manages outreach to and relationships with parties external to the CMC including SFU Beedie faculty, Program offices, Business Coop, BBA CMC, SFU Career Services, Alumni Associations, as well as, recruiters, industry and trade associations and other schools’ career services directors in order to develop career links for students through multiple networks and channels.

Ensures that effective customer service is provided to the over 10,000 business contacts and 5,000 companies that interact with SFU Beedie.

Represents the Faculty and builds and maintains productive recruiting relationships with employers and developing initiatives to enhance the quality and quantity of companies that recruit Business students. This includes hosting recruiting events, and multiple SFU Beedie executive speaker events per year. Attending national and international conferences, Faculty business functions and local community events to increase the business community’s awareness of the skills of the Business students and expand the pool of recruiters.
Represents SFU Beedie to the media in terms of career management expertise, recruitment issues facing companies and the status of the job market for SFU Beedie graduates.

Oversees the effective delivery of the high caliber networking events and career mentoring programs, including the 300 pair "Mentors in Business" program tailored to the various BBA and Graduate Programs. Oversees the effective delivery of ‘Speakers on Campus’ – supporting the Faculty’s utilization of employers, alumni and the general community into the classes.

In collaboration with the supervisor, develops and implements a comprehensive strategy to leverage relationships with alumni in order to support the career efforts of students, increase corporate connections and reconnect alumni to the school, while supporting alumni career success and strengthening the brand of SFU Beedie.

Oversees the development, production and distribution of CMC promotional materials, including a monthly electronic newsletter, CMC brochures and graduate student profile books and the development of a searchable on-line resume system.

Ensures that appropriate services are created and delivered to international students to support their transition to the Canadian workforce.

Ensures the creation of new and the continued success of tailored recruiting and career educational programs as student needs are identified.

Identifies present and future opportunities for educational alliances and linkages with BC, Canadian and International organizations, industries and individuals for the benefit of the SFU Beedie. Provide academic advisors and professors up to date information on careers in various industries and fields.

Oversees the design, implementation and evaluation of a comprehensive career management programs that effectively prepare graduate business students for successful careers. Utilizing a variety of resources including self-assessments, individual counseling, professional development workshops, print materials and other resources, the Director ensures that the Graduate CMC team identifies and manages the delivery of a variety of methods that meet the diverse needs of SFU Beedie students, sourcing and retaining high-quality presenters and industry experts.

Oversees a graduate coaching and advising process to ensure that all graduate students meet a certain level of career management readiness. Specifically responsible for coaching and advising sub-group of graduate students on career transitions and internal career strategies.

Ensures the effective evaluation and determination of online and hard copy career resources will be used to support the education objectives of the CMC. Ensures the development and annual revision of extensive in-house and customized career management handout series.

Oversees the EE/CMC’s role in supporting the recruitment of prospective students by providing recruitment strategy, corporate feedback on the planning and administration of information meetings and dissemination about career development and opportunities to prospective students.

Provides feedback and input to the various graduate programs on potential applicants as well as admissions criteria.

Compiles data, formulates, and administers appropriate metrics that enable effective evaluation of the programs and ensures that high standards are being met.

**MANAGEMENT, ADMINISTRATION, & METRICS (30%)**

Directs and manages the operations of the Graduate Career Management Centre and Employer Engagement activities on all three SFU Campuses including recruiting, supervising, evaluating and managing the full-time and temporary career/employer relations staff to ensure the highest level of student and corporate recruiter satisfaction. Ensures effective staff development in order to meet the career counseling needs of the students.
Collaborates with Program departments and the Associate Deans to ensure proper financial and logistical
resource planning and coordination across career management services, programming, tools and information.

Compiles and reports all relevant career information for recruiting, internal reporting and ranking surveys and
tracking recent alumni for ranking purposes. Interfaces with external accreditation and review boards
(AACSB, EQUIS); monitoring the fulfillment and audited compliance of MBA Career Service Council
(MBACSC) Reporting Standards; implements and maintains system for tracking the hiring success of students
in all programs.

Creates an Annual Report on all Graduate CMC Activities, student employment statistics and data on alumni.

Assesses, obtains, and implements a wide range of technology solutions for departmental operations as well as on-line career education and preparation resources.

Ensures that the Graduate CMC utilizes the most effective technology solutions to provide services to
students, employers, faculty and staff.

Ensures that the Graduate CMC technology systems and departments business processes comply with SFU
Privacy policies. Oversees all Employer Engagement special events including the MBA and BBA Recruiter
Receptions and over 150 on-campus employer events, and over 50 graduate career management education
sessions per year.

D. DECISION MAKING

i) Give some typical examples of the most important decisions the incumbent is expected to make in carrying out
the duties and responsibilities of the position. To what extent can the incumbent rely on established policies or
directly from others in making these decisions?

In collaboration with the Assistant Dean and Associate Deans, establishes the strategic direction of the career
function within the Faculty.

Develops and implements the strategic and tactical decisions within the Graduate Career Management Centre
and Employer Engagement teams.

Develops the appropriate organizational structure and the delegation of responsibilities to staff within the
Graduate Career Management Centre and Employer Engagement teams.

Determines the most appropriate corporate sectors and companies the Faculty should pursue on behalf of
students.

Decides on the development and introduction, continuation, or discontinuance of programs and services
offered by the Career Centre.

Directs the day-to-day operation of the Career Centre.

Makes decisions with respect to hiring staff, consultants and researchers; approving leaves of absence; and
responding to grievances to step 2 for CUPE staff.

Makes decisions with respect to approving over $1 million per annum budgeted operating expenditures and
determining Graduate Career Management Centre and Employer Engagement team’s priorities.

ii) Give some examples of the types of decisions the incumbent would refer to his/her supervisor.

Decisions that will require additional resources or changes in the Graduate Career Management Centre and
Employer Engagement.

Decisions that may adversely affect relationships established with the business community.
Decisions that may affect SFU Beedie or the University’s commitment to the various programs within the Faculty.

Final decisions concerning the development of significant new initiatives.

E. SUPERVISION EXERCISED

Number of employees reporting directly to the position. 6*

Total number of employees for whom the position has direct responsibility. 10

*Note: Also responsible for the indirect supervision of additional temporary staff

F. SUPERVISION RECEIVED

Supervision by the Assistant Dean will be informal once initial parameters of the position are established. The Director will be expected to be self-directing for the most part.

G. UNUSUAL WORKING CONDITIONS

Evening and weekend work is required. National and international travel to conferences and corporate locations will be required.

H. ENTRANCE QUALIFICATIONS

Master’s degree in Business Administration or a related discipline, and five years of related experience including experience in building and maintaining partnerships/networks with a wide spectrum of industry sectors, or an equivalent combination of education, training, and experience.

Excellent knowledge of labour market trends and recruitment practices. Excellent leadership, supervisory, mentorship, and teamwork skills. Excellent communication skills (oral, written, and presentation). Exceptional professional presence and ability to represent the SFU Beedie brand. Excellent organizational skills and ability to work on a number of different initiatives concurrently. Excellent conflict resolution skills. Excellent management and administrative skills. Ability to plan and implement complex and time sensitive projects. Ability to identify and successfully solicit prospective employers to recruit students. Ability to exercise mature judgment and a high level of diplomacy and discretion. Proficient in the use of a variety of software applications (i.e. word processing, database, and presentation).