JOB DESCRIPTION

PROGRAM COORDINATOR – CONTINUING EDUCATION

INcmbENT:    DIVISION: Continuing Education
GROUP: SSA    DEPARTMENT: Continuing Education
CLASSIFICATION: Level 10    DATE REVIEWED: January, 2007

SUMMARY STATEMENT:

This key leadership position is responsible for the growth of Continuing Education within their sector, including program planning, contract training, consulting services, partnership initiation and management. The Program Coordinator is responsible for new program development, community liaison and quality control within an assigned field of expertise. The Coordinator will be expected to seek out new program opportunities, create/modify courses and programs and activities to meet the ever changing needs of individual learners, business, and the community.

As a key external representative of the College, the Program Coordinator will utilize excellent judgment to develop credible and meaningful relationships with business and or the community ensuring strictest confidentiality. He/she will work closely with the Director and the Operations Manager to identify opportunities and resolve concerns.

The Coordinator handles multiple responsibilities, solves complex problems and provides leadership, supervision and direction to the Continuing Education Instructors ensuring consistency with the mission and vision of the College.

RELATIONSHIPS:

Reports to:    Director of Continuing Education
Subordinate Staff: Continuing Education Instructors
Other internal contacts: Students, CE Operations Manager, Credit Program Chairs and faculty, CE Program Coordinators, International Office, and Research Services.
External contacts: Individual learners, corporate clients, general public, instructors, post-secondary institutions, related government, industry and community contacts.

MAJOR RESPONSIBILITIES/DUTIES:

1. Program Research
   a. Conduct market research and needs assessment.
   b. Develop and maintain professional contacts.
   c. Liaise with professional associations/advisory committees.
   d. Develop and maintain ongoing relationships with the Credit Program Chairs and faculty.
   e. Develop and maintain ongoing relationships with business, industry and community organizations in central Alberta, provincially, nationally and internationally in order to identify and assess their training needs.
   f. Identify and develop alternate delivery opportunities.
   g. Cooperate with other CE Program Coordinators/credit areas and the International office to maximize program opportunities and eliminate duplication and overlap.
2. Program Development/Implementation/Evaluation:
   a. Develop/create courses and programs (certificate/contract training/open enrollment) to meet the needs of business, industry and the community.
   b. Design/initiate curriculum as required.
   c. Identifies supplies/books/software/equipment/facilities required.
   d. Customize programs and courses for contract training needs.
   e. Prepare and send training proposals to clients and negotiate terms and cost of training.
   f. Develop contracts and terms of agreement for contract training/events.
   g. Prepare and submit grant applications and reports as required.
   h. Provide all information to the CE Operations Manager to transfer programs from development to operations.
   i. Review course/program/instructor evaluations with the Operations Manager and utilize the data to plan, modify or cancel programs.

3. Personnel
   a. Responsible for the recruitment, hiring, orientation and performance management of CE Instructional staff.
   b. Supervise CE Instructional staff.
   c. Negotiate instructor contracts and pay rates.
   d. Establish pay rates and criteria within program area.
   e. Collaborate with other Program Coordinators to ensure consistency.
   f. Approve course curricula.

4. Budgetary Responsibilities:
   a. Develop program area budget to meet targets/operating margins as established with the Director.
   b. Establish individual course budgets.
   c. Work with Operations Manager to resolve budget issues and discrepancies.
   d. Analyze monthly financial information as provided by the Operations Manager and adjust planning as appropriate.
   e. Utilize financial information to plan, modify or cancel courses or programs.
   f. Ensure invoicing for contract training.

5. Marketing
   a. Determine and define the various target markets pertinent to the area of expertise.
   b. Develop marketing plans for program area and communicate to Operations/Marketing.
   c. Collaborate on the design of specific marketing materials.
   d. Prepare course descriptions and write-ups.
   e. Media liaison.
   f. Writing articles for local, provincial and national publications.

6. Customer Service
   a. Represent Continuing Education on internal and external committees/organizations.
   b. Promote Continuing Education activities internally and externally.
   c. Sell CE products to the community.
   d. Resolve those customer complaints/inquiries which cannot be dealt with by front line staff.

**REQUIREMENTS/QUALIFICATIONS:**

- Degree in relevant field (i.e. Adult education, business, arts, fitness, health) or equivalent.
- Demonstrated experience in an entrepreneurial environment.
- Strong interpersonal, relationship building and conflict resolution skills.
- Creative problem solving skills.
- Excellent oral, written, analytical and technical skills.
- Strong organizational and planning skills.
• Ability to determine priorities, be self-directed and work with minimal supervision.
• Proficient in a variety of computer applications.
• Strong budgetary skills and accounting experience.
• Strong leadership and team-oriented skills.

PERFORMANCE CRITERIA:

The performance criteria shall include factors related to the tasks set out in the position description, annual major objectives, and special assignments. Work output will be measured in outcomes and positive results, not hours spent.

Position Competencies
• Building rapport
• Client/Customer Awareness
• Interpersonal Relations
• Listening Skills
• Organizing/Planning ability
• Personal Work Ethic
• Analytical Skills
• Problem Solving/Decision Making
• Team Skills
• Initiative
• Integrity

Supervisor:______________________________  Date:____________________________

Incumbent:______________________________  Date:____________________________