

POSITION SUMMARY
QUEEN'S UNIVERSITY - GENERAL STAFF

POSITION TITLE: Program Manager, MEERL
DEPARTMENT: Geological Sciences and Geological Engineering
POSITION NUMBER: 00501485
GRADE: 8 EFFECTIVE DATE: October 23, 2018

JOB SUMMARY:

The Master of Earth and Energy Resources Leadership (MEERL) program is training future leaders in the mineral and energy sectors. Through part-time delivery and purpose-built courses accessed online, students from diverse backgrounds can continue working from anywhere in the world and join us in Canada for the in-person sessions.

Reporting to the Department Head, the Program Manager plays a key role in the recruitment and delivery of the MEERL program. The Program Manager has three main areas of responsibility; overall program logistics and operations, marketing and strategic partnership development, and course management.

This is a unique opportunity to build and deliver a program with an innovative delivery method (professional online masters program with in-person sessions). The incumbent must have strong project management, communication, and marketing skills, and must be extremely self-driven, motivated and enthusiastic. This position has excellent potential for growth and collaboration with both the University and Industrial sectors.

KEY RESPONSIBILITIES:

Program Logistics and Operation

- Leads short and long-term project planning, addressing implementation of the program curriculum, seeking feedback from diverse stakeholders and adapting approaches to optimize program delivery and effectiveness.
- Coordinates the program schedule in consultation with faculty and plans special webinars including guest lectures, program update sessions and workshops.
- Committed to equity and diversity the incumbent designs and facilitates the administration and logistics of the in-person component of the program ensuring that the program is offered in a positive and inclusive environment.
- Serves as the primary contact for diverse students, alumni, faculty and staff, responding to questions related to program delivery and student performance; includes facilitating faculty meetings. Defers complex/sensitive issues to the Departmental Manager or Department Head only when necessary.
- Acts as departmental liaison for the program, liaising with other staff and departments including marketing professionals, the Faculty of Arts and Science and Arts and Science Online, to coordinate work and information flow.
- In consultation with the Departmental Manager, the incumbent is responsible for annual budget decisions and the regular review of actuals and budgetary variance.

- Oversees the admissions process; liaises with the Graduate Assistant to coordinate the review of applications and analyse admissions data.
- Oversees student registration and course enrolments, student grading and degree completion, in collaboration with the Graduate Assistant.
- Determines academic staffing requirements and facilitates the hiring process in consultation with the Department Head and the Departmental Manager.
- Coordinates student onboarding and provides program orientation via webinars and in-person sessions.
- Works collaboratively with the admissions committee to support admissions decisions.
- Participates in the recruitment and selection of casual and student workers.
- Undertakes other duties or special projects as required.

Marketing & Relationship Development

- Develops and executes a marketing strategy to recruit students and increase awareness of the program in industry. Marketing strategies include organizing events and delivering informational webinars, creating promotional materials and advertisements (both digital and print), attending national conferences, and maintaining the program website.
- Develop and implement a strategic vision for the program website.
- Collects and synthesizes data (e.g. admissions, digital advertisement impressions) to optimize the marketing strategy.
- Builds and maintains strategic partnerships with universities, industry, and the community for guest lectures, student project topics, and marketing.
- Serves as the primary contact for potential students, industry, and advertising partners.
- Maintains databases to collect information on potential students and strategic partnership development.

Course Management

- Maintains and manages the program sites on the University's learning management system (LMS) including information on university and program policies, the program calendar, and links to program webinar sessions and recordings.
- Manages course revisions in consultation with faculty and Arts and Science Online, includes updating the course timeline, content, and assessments.
- Records student and faculty feedback to inform revisions in future years.
- Completes quality assurance on the LMS for each course to ensure quality of content, includes review of course deliverables and live sessions to ensure there are no conflicts.

REQUIRED QUALIFICATIONS:

- A University degree in a related discipline; a degree specializing in marketing/business administration and several years of related experience is preferred.
- Experience in project management or coordination, marketing, communications, partnership development, and/or public relations skills is required.
- Background in geosciences and resource-based projects considered an asset.
- Several years of related experience in a university setting and knowledge of University structure and policies considered an asset.
- Experience using Learning Management Systems considered an asset.
- Comfortable working in an online environment; proficient computer skills in MS office products and other software, and an ability to learn new software.
- Some travel required to attend national conferences and networking events.

- Consideration will be given to equivalent combination of education and experience.

SPECIAL SKILLS:

- Excellent interpersonal and communication skills both verbal and written to interact with a wide variety of people in many different contexts.
- High degree of initiative and independence.
- Strong project management skills, with the ability to develop, monitor and execute work plans to meet deadlines, determine risk, and work under time constraints by setting priorities.
- Innovative and flexible thinking using feedback to improve program components.
- Excellent marketing and public relations skills; proven experience in developing and executing marketing strategy.
- Team player, with a strong client service orientation, positive attitude, and diplomatic demeanor.
- Analytical, synthesis, and problem solving skills to manage program logistics.
- Ability to pay attention to detail to manage online courses.
- Ability to adhere to strict confidentiality.

DECISION MAKING:

- Set priorities to meet multiple demands within required deadlines. Make day-to-day operational decisions.
- Determine marketing strategy and determines the content, design, and production of the marketing components (i.e. events, promotional materials).
- Identifies strategic partners and begins process of building relationships.
- Determines when and whom to redirect and delegate sensitive problems or issues to other staff.
- Controls daily expenditures and makes decisions regarding budget preparation and account administration.
- Determines content and format of correspondence/reports as necessary.

**RESEARCH ASSESSMENT QUESTIONS:
(must be completed)**

	YES	NO
1. Is this position technical in nature in a teaching or research lab or lab-related area?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2. Does this position support a research project? If yes, indicate name of the project:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3. Does this position report directly to a Principal Investigator (PI)? If yes, indicate name of the PI:	<input type="checkbox"/>	<input checked="" type="checkbox"/>

SIGNATURES:

Date

Incumbent

Mr. Paul Bass



10/23/2018

Manager

Dr. Victoria Remenda



10/23/2018

Department Head/Director or Designate