

Job Description

(For Positions in CAW Local 555, Unit 1)

Job descriptions do not include every duty that an individual in a position performs. They are intended to be representative and characteristic of the duties required and the level of work performed. Depending upon the size of the department or unit and its functional activities, incumbents who fall into this category may perform all of the duties listed below or, in the case of large departments or units, may be assigned to designated specialized functions.

JD #:	JD00646	Pay Grade:	9
JD Title:	Program Manager	JD FTE Hours:	35
Job Family:	Program		

General Description

Responsible for managing a large, complex portfolio of programs within a unit or a department. Implements and manages program activities and facilitates ongoing program market research, development, marketing and evaluation. Responsible for the overall quality of program services and responds to evaluation data to make ongoing program improvements, and for managing the program budget and forecasting projected resource needs. Collaborates with internal and external partners and manages a variety of relationships.

Representative Duties & Responsibilities

- Conduct primary and secondary research on new program concepts to determine potential fit, market share, and viability.
- Develop and critically evaluate concepts and alternatives, designs and formats for new programs.
- In consultation with the Assistant Director or Director, create alternative program models and conduct analyses of their financial viability.
- Provide regular reports to New Program Committee and Director, make recommendations, and seek feedback and direction.
- In consultation with the Assistant Director or Director, develop detailed program financial forecasts, business cases and proposals for new programs.
- Prepare academic program submissions for Undergraduate Council and Senate review.
- Hire, supervise and evaluate course developers, instructional designers, consultants and subject matter experts engaged in the development of the program.
- Manage the development of the program.
- Lead curriculum development and instructional design of courses and programs. The level of involvement may vary by project, but requires working with subject matter experts, and often instructional designers, to develop curriculum.
- Create a program marketing plan.
- Conduct reviews of existing programs and make recommendations and updates to programs by either updating the curriculum and instructional design, or updating the program to reposition it within the marketplace.
- Develop, implement and evaluate marketing plan activities including advertising, relationships with professional associations, prospect development, retention plans, and cross selling with other programs.
- Implement program marketing plan and liaise with marketing staff to ensure all new central marketing activities are completed. Ensure the accuracy of content and distribution of program website, calendar and promotional materials.
- Develop program content for department website and publications.
- Hire, supervise, coach and evaluate course instructors. Engage in performance management and termination.
- Manage the delivery of programs and courses including scheduling, selecting delivery formats, ordering texts and materials, and liaising with instructors.
- Develop and conduct course and program evaluations, provide feedback to instructors, and incorporate feedback into course and program re-development.
- Analyze and assess student applications and transcripts to determine eligibility for program admission and graduation. Determine what advanced credit will be granted to incoming students.
- Advise prospective and current students in all aspects of their program of study including providing career program options and skills counselling.
- Verify and approve student grades.

Representative Duties & Responsibilities

- Update and maintain the accuracy and confidentiality of student records and information.
- Respond to student and instructor needs including academic dishonesty, grade challenges and dissatisfaction with aspects of the program.
- Ensure student satisfaction through a consistently high level of service.
- Manage financial aspects of programs including developing budgets, setting fees, establishing enrolment and financial forecasts, ensuring maximum productivity, and meeting profitability objectives.
- Remain current with emerging trends and association requirements and ensure that the curriculum is representative of student and market needs.
- Dissolve programs that are no longer financially viable and create transition plans that manage any impact on students and instructors.
- Work with the Assistant Director, instructors and others, to contribute to training proposals for corporate clients.
- Act as a consultant to corporate clients providing services such as needs analysis and assessment, benchmarking, training design, instructional design, and training evaluation.
- Negotiate and prepare contracts and agreements with corporate clients, which include prices, program content, schedule and services.
- Contribute to a marketing and business development plan for corporate training, and manage aspects of the plan.
- Build a network of relationships and collaborate with internal and external groups to raise the profile of the University, develop new program ideas, build relationships with professional associations and employers, and to develop new business.
- Develop and deliver presentations to raise the profile of the department.

Supervision

- Ongoing responsibility for hiring and supervising 10 or more casual employees at any one time.

Qualifications

- Bachelor's degree in a relevant field of study.
- Requires 4 years of relevant experience, including one year of supervisory experience.

Effort

Physical Effort:

- A typical work day consists of greater than 3.5 hours of low physical effort for activities such as:
 - Intermittent periods of keyboarding to word process documents, enter data into databases and enter financial information into spreadsheets.
- Elements of moderate physical effort are not a regular feature of this job.
- Elements of high physical effort are not a regular feature of this job.

Mental Effort:

- A typical work day occasionally requires routine mental effort for activities such as:
 - Collecting routine information, word processing routine documents such as correspondence and forms and inputting data into spreadsheets and databases.
- A typical work day consists of greater than 3.5 hours of moderate mental effort for activities such as:
 - Developing detailed program financial forecasts and proposals for new programs.
 - Working with subject matter experts, and often instructional designers, to develop curriculum.
 - Conducting reviews of existing programs and making recommendations and updates to programs by either updating the curriculum and instructional design, or updating the program to reposition it within the marketplace.
 - Implementing and evaluating marketing plan activities.
 - Managing the delivery of programs and courses including scheduling, selecting delivery formats, ordering texts and materials, and liaising with instructors.
 - Developing and conducting course and program evaluations, providing feedback to instructors, and incorporating feedback into course and program re-development.
 - Analyzing and assessing student applications and transcripts to determine eligibility for program admission and graduation.
- A typical work day consists of up to 2 hours of high mental effort for activities such as:
 - Conducting primary and secondary research on new program concepts to determine potential fit, market share, and viability.
 - Developing and critically evaluating concepts and alternatives, designs and formats for new programs.
 - Writing business cases and program proposals.
 - Acting as a consultant to corporate clients providing services such as needs analysis and assessment, benchmarking, training design, instructional design, and training evaluation.

Working Conditions

Physical Environment:

- There are no adverse physical environment conditions inherent to the job.

Psychological Environment:

- Occasionally interacts with individuals who may be rude or upset.
- Frequently handles competing requests from multiple sources.

Health & Safety:

- Occasionally travels to conferences, education fairs and client meetings.

Job Description Rating Sheet

(For Positions in CAW Local 555, Unit 1)

JD #:	JD00646	Pay Grade:	9
JD Title:	Program Manager	Total Points:	599
Job Family:	Program		

Factor	Subfactor	Level Rating	Points
Skill	1. Applied Reasoning and Analytical Skills	5.0	105
	2. Breadth of Knowledge	2.0	13
	3. Adaptation to Change/Updating of Learning	2.0	12
	4. Interpersonal Skill	3.5	46
	5. Education and Experience	E3	100
	6. Dexterity and Coordination	2.0	12
Effort	7. Physical Effort	1.0	3
	8. Mental Effort	3.0	55
Responsibility	9. Planning and Coordination	4.0	64
	10. Responsibility for Others	4.0 ^{Full}	78
	11. Accountability for Decisions Actions Affecting People, Assets, and Information	4.0	93
Working Conditions	12. Physical Environment	1.0	3
	13. Psychological Environment	2.0	10
	14. Health and Safety	1.0	5