Manager, Continuing Education Business Development

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Manager, Continuing Education Business Development

Open Learning and Educational Support

Hiring #: 2023-0744

Please read the Application Instructions [1] before applying

Open Learning and Educational Support is an integral part of the University of Guelph’s learner-centred and research-intensive mission.

As leaders in education, we create innovative and relevant educational opportunities that meet the learning needs of a local and international audience. We are guided by learner-centered principles that are reflected in our diverse programs and rich learning experiences for traditional and lifelong learners. We intentionally integrate pedagogy with technology in the design, development, and delivery of our educational programs. Through research and collaboration, we engage in scholarship to advance the teaching and learning mandate of the University.

The Manager, Continuing Education Business Development identifies and cultivates CE business opportunities to extend the teaching and research expertise of the UofG to a non-traditional audience through lifelong learning opportunities. Specifically, the incumbent will:

- Actively seek out and establish new business relationships and partnerships including with academic departments/colleges, corporations, non-profit, industry, government, and other sectors.
- Work collaboratively with internal and external stakeholders on development plans and priorities for continuing education including classroom-based, blended and fully online programs.
- Develop and deliver presentations and other materials that communicate the expertise within the University of Guelph and OpenEd and encourage partnership and support.
- Engage in research using a variety of methods and data sources to inform the development of new programs and new markets including labour market, competitive and sector specific qualitative and quantitative data.
- Develop and present strategic CE business plans for new business development including financial and marketing plans, revenue projections, needs assessment of target audience, and situational analysis of competitors and potential collaborators to solicit sponsorships and generate program income.
- Work collaboratively with partners to conceptualize a program model that aligns with the goals of the partner and leverages innovative and evidence-based practices.
- Work with the partners and CE team members to develop a framework that includes program description, outcomes, skills, competencies, pedagogical approach.
- Actively engage in research on pedagogical approaches and digital technologies to inform curriculum development and course design.
- Research funding sources, identify potential funding opportunities and draft funding proposals that clearly articulate the goals of the project and the expertise within the University of Guelph in delivering on the goals.
- Contribute effectively to a collaborative environment that is poised to explore and engage in innovative initiatives that further the mission of the department and institution.

The Manager, Continuing Education Business Development will have a Master’s degree in a related field, a Diploma in Adult Education and several years of successful business development experience in a related
field. The successful candidate will be a strategic and critical thinker who can exercise sound judgement, analyze, and interpret data and present information clearly, concisely, and professionally.

The successful candidate will be entrepreneurial, and sales focused and possess skills in adult learning principles, practices, and programming. The successful candidate will be highly skilled in digital pedagogies; program design and evaluation; research and analyzing large data sets, stakeholder relationship building and engagement; budgeting, and financial management; meeting facilitation; grant and proposal writing; organizational, project, and time management including the ability to manage multiple priorities with accuracy and attention to detail; as well as be a skilled negotiator and decision maker.

The incumbent will also demonstrate excellent communication skills, including oral, written, and presentation, with the ability to handle matters requiring a high level of diplomacy, sensitivity, and confidentiality. As a member of the Open Learning and Educational Support Management Team, the Manager, Continuing Education Business Development will actively contribute to the vision and goals of the department.

Position Number         056-023
Classification               P07

At the University of Guelph, fostering a culture of inclusion [3] is an institutional imperative. The University invites and encourages applications from all qualified individuals, including from groups that are traditionally underrepresented in employment, who may contribute to further diversification of our Institution.

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