

Director PowerED™

Position Summary



Organizational Overview

Athabasca University (AU) is a public, board-governed, open and online distance university, operating as a Comprehensive Academic and Research Institution under authority of the Alberta Post-secondary Learning Act. Working as a partner within Campus Alberta, AU is committed to collaborating with other key stakeholders to ensure a seamless and responsive advanced education system that provides and supports high-quality lifelong learning opportunities for Albertans. With over 1,100 employees serving a nearly 43,000 students in every province and territory of Canada and 92 foreign countries, AU offers approximately 900 courses in over 55 undergraduate and graduate programs in a range of arts, science, and professional disciplines.

One of 4 comprehensive academic and research universities (CARU) in Alberta, AU is currently home to 4 Canada Research Chairs, a Campus Alberta Innovation Program Chair, a UNESCO/ICDE Chair in Open Educational Resources, and a Commonwealth of Learning Chair in Emerging Technologies in Open and Distance Learning. The university also hosts a UNESCO Chair in Open Educational Resources, one of two in the world.

Grounded by our physical location in Athabasca, Alberta, Athabasca University (AU) is at home in communities throughout Alberta, across Canada and beyond. At AU, distance is in our DNA. Because unlike traditional ‘bricks & mortar’ universities, AU brings its campus and classes to learners digitally.

AU’s near-virtual organizational workforce model provides its employees with the flexibility of remaining within their chosen communities. At AU, you engage with our digital campus as our learners do - virtually. However, AU purposefully identifies as a near-virtual organization. If living and working in a close-knit picturesque community, ideally situated 150km north of Edmonton, Alberta speaks to you, then we would love to welcome you Athabasca Alberta. As a resident of the town or county of Athabasca you can elect to work virtually from your home in Athabasca, or place-based in our offices on the hill – relocation assistance is available.

Since its inception in 1970, AU has stood at the cutting edge of educational innovation. As an open and online distance university, it offers flexible enrolment opportunities for lifelong learners, those who cannot or choose not to undertake their post-secondary learning at traditional, on-site institutions. AU students have the opportunity to interact with fellow learners across Canada and around the world. AU continues to develop courses and

programs in established and emerging areas to create knowledge, develop research expertise, meet the needs of career professionals, and foster academic integrity and excellence, and respect for diverse world views in its graduates.

[Imagine: Transforming Lives, Transforming Communities](#), AU's strategic plan, sets out a leading-edge, best-in-class vision for a digital-first university. It lays the foundation for a university that recognizes and celebrates the diversity of its community. It recognizes that learners come to AU with personal learning goals that arise from their unique backgrounds and experiences, and pledges to provide a seamless and intuitive experience as learners pursue their unique learning journeys.

Imagine reflects AU's commitment to creating and supporting a growth culture that celebrates success, outcomes, action, and persistence toward AU's vision.

Following the completion of [Imagine: Transforming Lives, Transforming Communities](#), AU completed an inclusive campus-wide development process by approving the Imagine Learning Framework and the Student Services Strategy to support Imagine.

To learn more about AU, please go to www.athabascau.ca

The Position

The Director, PowerED™ provides effective leadership, direction and sets the vision for the PowerED™ team to achieve financial targets and identified goals within the PowerED™ 2019-2024 Business Plan.

As an entrepreneurial center, the Director, PowerED™ executes innovative projects (both domestically and internationally) including licensing partnerships (both inbound and outbound), micro-credential course and certificate development, out-of-the-box partnerships that generate mutual benefit, management of an external vendor pool and responds to opportunities to generate funding through grants and external relationships.

The Director is the internal and external face of PowerED™ by Athabasca University representing PowerED™ on internal enterprise-wide committees such as General Faculties Council, Administrative Council, Digital Governance Committee and other strategic internal planning committees, planning boards, at conferences, within the media and seeks opportunities to raise the profile for AU and PowerED™.

The Director sets clear annual goals aligning to the PowerED™ business plan and empowers the PowerED™ team to think and act entrepreneurially while balancing operational resources to achieve targets.

As a member of the senior leadership team in the University Relations Division, the Director, PowerED™ works closely with the Vice-President of University Relations and numerous stakeholders (internally and externally) to realize PowerED™ objectives and University Relation's established goals.

Core duties and responsibilities include:

- Representing PowerED™ on internal enterprise-wide committees such as General Faculties Council, Administrative Council, Digital Governance Committee and other strategic planning committees
- Quality assurance oversight and implementation within PowerED™ product offerings.
- Policy and procedure development oversight.
- Agile non-credit course and micro-credential development processes.
- Oversight of procurement processes, including a vendor pool for PowerED™ course/micro-credential product development.
- Realization of the PowerED™ five-year business plan..
- Establishes the vision and strategy for the PowerED™ team.
- Oversight of PowerED™ budget including revenue, expenses tied to financial targets and goals.
- Being well versed in leading research on workforce development and trends within the continuing education and online professional development space and presenting of findings to internal and external stakeholders.
- Sets a phased organizational growth plan to achieve targets.
- Determines annual financial targets, aligned to the PowerED™ business plan and creates annual team work plans to meet specified targets.
- Oversees PowerED™ course/micro-credential product development including multi-media assets, content management, assessment tools and learner engagement.
- Leads a scalable digital tech stack including an e-commerce platform, LMS and back-end CRM system.
- In collaboration with Manager, Partnerships, establishes quarter forecasting and reporting on variance reports.
- Designs the digital transformation partnership process when working with external clients.

- Secures partnership development and supports the Business Development Officer to secure new business.
- Collaborates with internal marketing and communications teams to create and implement marketing strategies.
- Participates in strategic planning for the university and university relations and leads planning for the PowerED™ Unit.
- Liaises with AU faculties and academic centres to identify potential training or professional development opportunities of interest to new or existing corporate, non-profit or government clients and identifies areas within faculties or centres where SMEs may be necessary to realize such opportunities.
- Uses strong interpersonal skills to develop and expand PowerED™ to a cross-sectoral network of diverse partners and external stakeholders to foster innovation projects.
- Leads the development and implementation of capacity building and technical support strategy to foster innovation in skills development.
- Ensures that marketing and partnership development actions and services are performed as required and that unit staff members develop and maintain positive, constructive, and effective relationships internally (with faculties and academic centres) and externally (with prospective and established clients).
- Advises faculties and the university community generally on corporate training and professional development matters as required.
- Ensures that faculty members and administrators are informed about and prepared to actively support PowerED™ activities.
- Negotiates corporate training and professional development contracts or partnerships as required.
- Maintains and regularly updates data and records with respect to PowerED™ ongoing and completed partnership agreements or other contracts.
- Evaluates PowerED™ courses and micro-credential products to focus on continuous improvement.
- Empowers a talented team of individuals to use their knowledge and realize their potential in support of the university's vision, mission and goals.
- Participates in the development of annual University Relations Division IRP submissions and monitors approving budgeted unit expenditures.
- Manages formal (annual) and ongoing performance review processes within the PowerED™.
- Develops and maintains strong relationships across the university and with representatives of corporate, non-profit, and governmental organizations with which AU has shared interests.

- Regularly reviews government and market information sources regarding workplace trends and labour market demands, particularly trends affecting training and professional development programs, needs, and opportunities.
- Represents PowerED™ by Athabasca University as a senior leader within organizations such as UPCEA, CMED, CAUCE and other corporate training and professional development related conferences, innovation events, etc.

Candidate Profile

Athabasca University is seeking a visionary, strategic, passionate, and creative leader who will lead institutional change while responding to diverse challenges and interests.

Educational Qualifications*

- An undergraduate degree in a related field (e.g., educational management, marketing, administration, public relations). An MBA degree is preferred.

Experience Required*

- 10 to 15 years success in a related professional capacity, preferably leading an Edtech vertical or innovative continuing education and workforce development organization, either within a university environment or within a corporate organization, with at minimum five years within a management level.
- Strategic planning, operations planning, budgeting, communication, team leadership and mentoring, partnership negotiation, business development, change management, brand management, relationship management, innovation, and presentation skills.
- Knowledge of the Alberta, Canadian, and International continuing education and/or professional development environment, particularly with regard to workplace training and skill development, and of e-commerce platforms, learning management systems, course development software and other EDtech products. Advanced entrepreneurship experience, knowledge of legal agreements, contracts and associated due-diligence processes.

Required Skills and Abilities

- **Leadership:** The ability to lead, coach, and support: a mentor and positive role model with the ability to initiate, motivate, inspire, and delegate. An active listener, who builds trust through demonstrated objectivity and consistency. A progressive ideas person.
- **Communication:** Excellent written, interpersonal, and presentation/public speaking

skills. The ability to clearly articulate value propositions and end-to-end solutions for external client organizations.

- **Cultural Preparation:** A developed understanding of and alignment with university culture and academic values and traditions, and an understanding of and sensitivity to the ways in which these and other important values and associations shape institutions of higher learning and form bonds that link individuals and groups to institutions of higher learning.
- **Professionalism:** High ethical standards and an honest, open, and consistent approach to working with peers, employees, Executive Officers, and members of the Board of Governors.
- **Adaptability:** Ability to interpret and adapt to new and changing situations and to change direction or modify approaches as required.
- **Service Orientation:** A personal dedication to a service and the creation of a culture of excellence.
- **Negotiation:** A diplomatic and effective negotiator who works systematically toward fair and equitable solutions.
- **Computer Skills:** High-level proficiency with information and communication technology systems including digital tech stack implementation and management, ability to navigate course production software, and ability to visualize the integration of ED tech software into the learning experience. Advanced ability to build presentations, proposals, documents that support PowerED's business.

* An equivalent combination of education, experience, skills and abilities may be considered.

THE TOWN OF ATHABASCA

A vibrant rural community in which to live, work and relax, the town of Athabasca is nestled in the picturesque Athabasca River Valley, just 150 km north of Edmonton, Alberta.

The Town of Athabasca serves as the health, education, shopping, and service centre for the region. The surrounding area offer something for just about everyone: nature lovers, cottagers, campers, fishers, hunters, golfers, sports enthusiasts, history buffs, retirees, business entrepreneurs and those seeking to escape the frenetic pace of big-city life.

During the fur-trade era, Athabasca Landing, as the town was then called, became known as the "Gateway to the North," a jumping-off point for those travelling along the Athabasca River north to the Peace River and to Fort Chipewyan. Today, the town is the modern gateway to the new North Country, its economic prospects, natural resource industries, tourism opportunities, and natural beauty. While the Town of Athabasca is steeped in history and tradition, it is very much focused on the future.

If living and working in a close-knit picturesque community ideally situated 150km north of Edmonton, Alberta speaks to you, then we would love to welcome you Athabasca Alberta. As a resident of the town or county of Athabasca you can elect to work virtually from your home in Athabasca, or place-based in our offices on the hill.

As a resident of the town or county of Athabasca you can elect to work virtually from your home in Athabasca, or place-based in our offices on the hill. As Canada's open university, AU is devoted to the removal of all barriers to post-secondary education, providing access to learners regardless of age, gender, educational background, disability, career and family obligations, culture, or geographic location. AU has a long-standing practice of working collaboratively with other Canadian and international post-secondary educational institutions and learning industries and, in 2006, became the first Canadian public university to be accredited in the United States (through the Middle States Commission on Higher Education). Through formal collaborative agreements between AU and Canadian and international post-secondary institutions, professional associations and corporate bodies, students and professionals make extensive use of AU courses and educational services to advance their education and careers.

AU will offer a relocation assistance for the right candidate, should you decide to relocate to reside in the Town of Athabasca.

For more information about the Town of Athabasca, go to <http://www.athabasca.ca>

HOW TO APPLY

Athabasca University is committed to employment equity and welcomes applications from all qualified individuals and encourage women, Indigenous Peoples, persons with disabilities, persons of any sexual orientation, persons of any gender identity and expression, and members of racialized communities to confidentially self-identify through the application process. We are committed to removing barriers that have been historically encountered by some people in our society. We strive to recruit individuals who will further enhance our diversity and will support their professional success while they are here.

A detailed job description can be viewed at: [Director, PowerED™](#)

Should you wish to learn more about this unique leadership opportunity, please contact the Vice President, University Relations, at kwilliamson@athabascau.ca.

We will only accept applications received through our online recruitment system:

https://athabascau.acquiretm.com/job_details_clean.aspx?ID=2493.

Please include your resume, letter of application, and the names, telephone numbers, and email addresses of three references.

Educational credentials will be verified before an offer of employment is extended. An offer of employment is conditional upon verification of educational credentials.

All educational credentials must be recognized in Canada.

E-Transcripts shared directly from your Post-Secondary Institution via email are acceptable.

WES <https://www.wes.org/ca/> may be used to verify international educational credentials. Processing time for verification of international qualifications may take up to one month; please plan accordingly.

Note: Online applications are accepted until 11:59pm Mountain Standard Time of the closing date.

We wish to express our appreciation to all applicants for their interest and effort in applying for this position. However, only candidates selected for interviews will be contacted.

All qualified candidates are encouraged to apply; however, Canadian Citizens and Permanent Residents will be given priority.

Athabasca University is committed to employment equity and encourages applications from women, Indigenous Peoples, persons with disabilities, persons of any sexual orientation, persons of any gender identity and expression, and members of visible minorities.

Where applicants have equal skills, abilities, and experience, candidates residing within or willing to relocate to the County of Athabasca will be given preference.

Working outside of Canada is not supported by Athabasca University. You are legally not permitted to work for Athabasca University if you are living outside of Canada.