



Director PowerED™

About Athabasca University

As Canada's leading open university, Athabasca University's (AU) approach to accessible yet transformative education and research is truly distinctive. Its academic mission is to remove barriers to post-secondary education for learners, regardless of their age, location, career, or educational background.

Based in the beautiful region of Athabasca, AU is one of four Comprehensive Academic and Research Universities (CARUs) in the province. AU is a public, board-governed, open, and online university serving more than 35,000 students across Alberta, Canada, and around the world.

With faculties spanning health, science, humanities and social sciences, and business – AU provides more than 70 undergraduate and graduate programs in ways that are uniquely accessible and responsive to today's demands of life and work.

AU seeks to be an agile and inclusive workplace in which all team members can grow, make their highest contribution, and each make a difference to our academic vision and mission.

Led by President Dr. Alex Clark, AU is embarking on its exciting next chapter with the launch of its new strategic plan – [Like No Other](#). Drawing from five decades of growth in distance and online education, we aim to reinforce our position as Canada's foremost innovator in open and accessible learning. With the recent formation of an inclusive Senior Leadership Team dedicated to empowering every team member to contribute and thrive, AU stands poised for an exciting and ambitious next stage of development.

Almost 70% of undergraduate program students are the first in their families to get a degree.



About the Town of Athabasca

AU is committed to being a university that is uniquely local to global in its operations, activity and impacts. With a rejuvenated campus continuing to grow in Athabasca and offering choice to work fully on campus as part of a hybrid university, AU is developing its home and impacts in the town of Athabasca: the health, education, shopping, cultural and service centre for the region.

For those seeking a quality of life beyond the constraints of traditional urban settings, residing in Athabasca provides rich and ready access to first class amenities for individuals and families alike. This extends to an array of rich trails and lakes, first class fishing, golf, music and theatre—Athabasca is a community that offers the best of community life and nature.

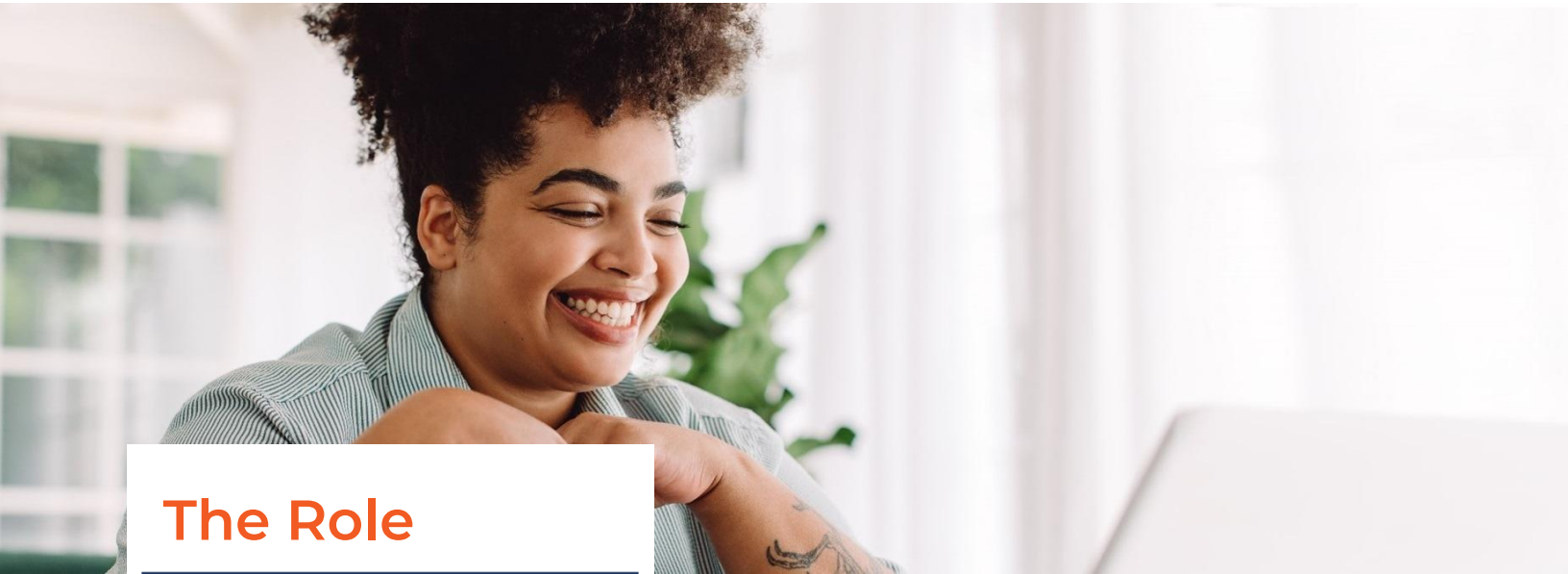
Historically, Athabasca has been known as the "Gateway to the North," a jumping-off point for those travelling along the Athabasca River north to the Peace River and to Fort Chipewyan. Today, the town is the modern gateway to the new North Country, its economic prospects, natural resource industries,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

Athabasca First

Wherever possible, AU seeks to attract and hire qualified team members to reside in the region. We will offer relocation assistance for the right candidate should you decide to relocate to the Town of Athabasca. As a resident of the town or county of Athabasca, you can choose to work on and from our beautiful campus in Athabasca.

To discover the town and region of Athabasca, go to: [Visit Athabasca](#).





The Role

The Director, PowerED™ is a senior strategic leader, providing direction and oversight on the execution of projects to align with goals and objectives identified in Like No Other. The Director, PowerED™ is responsible for leading a team of talented individuals, for seizing opportunities to develop partnerships of value, and pursuing thought-leadership opportunities—positioning PowerED™ and Athabasca University as a leader in innovative online education.

The award-winning PowerED™ by Athabasca University unit offers online, on-demand micro-learning products for individuals seeking to upskill and reskill, corporate training for organizations who want to lift up their team members and their results and provides digital learning consulting services including instructional design services and agile online course development responding to client organizational needs.

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 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 committees.

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.

Educational qualifications and experience



Includes education, experience, skills, abilities, and any other special qualifications required. The qualifications relate to the position, not the incumbent.

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

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 experience:** 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.
- **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 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.
- **Decision Making:** Analytical and highly organized, capable of exercising sound judgment, identifying priorities, implementing strategies, and making evidence-based operational decisions. Ability to understand and interpret trends, addressing issues and challenges with clarity and confidence.
- **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.



To apply for this role:

Athabasca University develops and maintains an environment that supports equitable working conditions for individuals traditionally under represented in universities. AU is committed to employment equity and encourages applications from women, Indigenous people, persons with disabilities and members of visible minorities.

We will only accept applications received through our online recruitment system. Please include your resume, letter of application, and the names, telephone numbers, and email addresses of three references.

Note: Online applications are accepted until 11:59 p.m. Mountain Standard Time on the closing date. All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority.

A competitive compensation package will be provided including an attractive base salary and excellent benefits.

Please note: we will be reviewing qualified applications as we receive them.

For more information:

For a more detailed job description, visit: [Director, PowerED™](#)

You may also contact Jennifer Pascoe, VP University Relations via email at: jpascoe@athabascau.ca