

## **NORTH WEST COLLEGE POSITION PROFILE**

### **Manager, External Development and Corporate Services**

**Deadline for applications: Posting remains open until filled**

Reporting to the President, the Out-of-Scope, Manager, External Development and Corporate Services is responsible for providing the effective leadership, strategic direction, and management of a portfolio focusing on the following areas:

1. Foundation and College Advancement
2. Marketing and Communications
3. International Education
4. Corporate Documents
5. Environmental Scanning and Institutional Research

This position is responsible to ensure the College establishes, maintains and delivers upon an effective economic diversification strategy. The strategy will move the College toward operating within an infrastructure that enables it to become less reliant on government funding, and diversified enough to mitigate risks of being overly reliant on one source of revenue.

As a member of the senior leadership team of North West College (NWC), the position works closely with the President & CEO and other members of the senior leadership team to align economic diversification activities with the strategic goals and priority objectives of the college. The incumbent will represent the College as a senior manager at marketing, fundraising, communication, social media, community relations and events forums. The incumbent will be an outstanding ambassador for North West College (NWC) to all audiences.

#### **RESPONSIBILITIES**

##### **1. Foundation and College Advancement**

- Discover, cultivate, negotiate, steward, generate philanthropic support for the College, and secure major donations (\$5,000+) from individuals, foundations and the private sector in accordance with the College's strategic plan.
- Research and produce proposals for potential donors as requested by key volunteers and colleagues and negotiate and prepare subsequent donations agreements.
- Contribute to the development of non-traditional government and government agency grant proposals and institutional policy documents as directed by the President & CEO.
- Assist and collaborate with College academic departments and service areas to identify and prioritize fundraising projects.
- Record all prospect and donor related activities in the appropriate database.
- Co-ordinate involvement of appropriate volunteers, executive members, and staff members across the College in planning discovery, cultivation, solicitation and stewardship strategies or events.

##### **2. Marketing and Communications**

- Oversees the communication strategy and planning, including providing communication advice to the President & CEO, senior leadership team, and all members of the College community where applicable

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- Develops institutional messaging on a broad range of topics to internal and external audiences (employees, students, alumni, community stakeholders, corporate partners, etc.) to create positive awareness of and support for NWC and its mission
- Manages community/public relations/media relations activities and services designed to build and maintain strong, supportive relationships among NWC's internal student communities and between the College and external stakeholder groups, important communities of interest and the general public
- Collaborates with other internal stakeholders in providing effective leadership, direction and management to all marketing activities including prospective student recruitment
- In collaboration with the Director of Programs, maintains and advances NWC's core business, increasing sales of the College's regular program and course offerings, while developing and promoting collaborative arrangements with other education stakeholders through which to market and develop NWC courses, course packages and programs.
- Participates in strategic planning for the College.
- Ensures adherence to the College's branding strategy.
- In collaboration with the Director of Finance and Administration, organizes and maintains emergency communication response measures to ensure prompt and effective crisis management action.
- Oversees the development, implementation and evaluation of an effective social media strategy and coordinates NWC's social media issues management.
- Directs the gathering, and the timely and accurately targeted distribution of news and information of importance to the NWC community or sectors of the community.
- Develops and implements regular reviews of communication and creative services to ensure that the College is aware of, and is in a position to respond to new opportunities.

### **3. International Education**

- Responsible for the development and implementation of the College's international education strategy.
- Collaborates with other areas of the College in the development and execution of the College's international strategy.
- Monitors and analyzes the effectiveness of the College's international strategy, reports findings and adjusts as necessary.

### **4. Corporate Documents**

- Collaborates with other internal stakeholders in developing College reporting to the relevant ministries on time and within government expectations. These reports include, but are not limited to Multi-year Business Plans, College Annual Reports, and Strategic Plans.
- Coordinates the College's business planning processes and the development of other internal and external reporting as required.
- Develops and updates policies and procedures within their areas of responsibility.
- Develops a performance management framework for the College that incorporates compliance and accountability measurements.
- Leads the departmental risk management identification and assessment functions. Regularly reports on findings to the President and CEO.

### **5. Environmental Scanning and Institutional Research**

- Provides support to the President and executive management by undertaking research and critical analysis as required and prescribed by the President.
- Leads external environmental scanning research, which reviews local, regional, provincial, national and global activity.

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- Collaborates with other internal stakeholders in designing, developing, implementing and analyzing various internal surveys as required. The incumbent will conduct regular and meaningful surveys throughout the academic year engaging stakeholders, including students to ensure the College continuously improves upon the services it provides, and adjusts as necessary to meet the needs of the internal stakeholders.

### **8. Supervision**

- Conducts staff performance appraisals in a manner consistent with College policy and procedure.
- Provides effective leadership and guidance to ensure adherence to College policies, practices, and the collective bargaining agreement, and to ensure that College personnel policies and procedures are administered in accordance with College expectations.
- Leads Coordinators in the provision of quality programs by ensuring that new Instructors receive appropriate training in adult education principles and in the provision of course curriculum for new programming.

### **QUALIFICATIONS, KNOWLEDGE, SKILLS AND ABILITIES**

- An undergraduate degree in: Commerce, Business Administration, Communications or a related field from a recognized University. A certificate in Fund Raising Management is considered an asset.
- 5 years of related experience in sales/marketing, fundraising or communications, preferably in a post-secondary environment.
- 5 years at a management/supervisory level, with practical experience in strategic planning, budgeting, staff supervision and mentoring.
- Experience in working with International Education within the Canadian public post-secondary sector would be considered an asset.
- A combination of relevant education and experience applicable to the position assignment may be considered.
- Recent and relevant experience in events management and community or public relations. This experience should include the development of engagement strategies and cultivating relationships with partners, customers and colleagues.
- Practical experience leading areas such as marketing, change management, negotiation, and innovation.
- Thorough knowledge of current philosophies and strategies used to enhance relationships between an organization and its stakeholders.
- Demonstrated ability to set and execute a relationship strategy that defines issues, opportunities and investments, particularly with First Nations and business communities.
- A practical understanding of operating in a unionized environment.
- Demonstrated experience in managing at a senior level where significant critical analysis and judgment is required.
- Demonstrated skills in negotiation and development of sophisticated contracts required for provision or purchase of training and/or educational services.
- Demonstrated experience in project management, project delivery and entrepreneurial activity.
- Knowledge of provincial and regional economy and ability to learn sectors in detail when required.
- Superior written and oral communication skills. The incumbent must be capable of communicating internally with individuals at all levels of the College and externally with persons at all levels of public and private sector organizations, including senior government officials. The incumbent will have highly developed listening skills, which are required to deal with sensitive individual situations.

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- Strong client focus and interpersonal skills, with a demonstrated ability to develop and nurture positive working relationships. The incumbent will have a high degree of self-motivation and business acumen.
- A valid Saskatchewan driver's license is a requirement of the position due to the regional responsibilities; some overnight stays will be required.
- A valid Canadian Passport, and be willing to travel internationally as required.
- A satisfactory criminal records check is a condition of employment with North West College.

Please reference competition number 57-OOSED-2122 in all communications.

Please submit applications to:

North West College

Attn: Human Resources

10702 Diefenbaker Drive

North Battleford, SK

S9A 4A8

Or email to the confidential email address [nwrccareers@northwestcollege.ca](mailto:nwrccareers@northwestcollege.ca)

Or fax to the confidential Human Resources fax number (306) 445-2254