

Position Description **Senior Manager, Internationalization and Market Support**

POSITION SUMMARY

The Senior Manager, Internationalization and Market Support reports to the Director, External Relations with considerable liaison with the Executive Director and the Director, Operations and Communications. This position requires experience, initiative, commitment, excellent judgement, tact and diplomacy as well as a high level of quality and accuracy of work to oversee activities from conception to completion.

BCCIE occupies an essential leadership and protocol position in International Education (IE) on behalf of the Province to conceive, plan, coordinate, implement and evaluate a wide range of activities, including senior, executive and governmental activities, protocol functions and both outgoing and incoming missions and delegations in support of BC's International Education Strategy. Our stakeholders include but are not limited to senior leadership from across BC's diverse education sector, colleagues from provincial and federal ministries and elected officials.

BCCIE plans and leads a number of market support initiatives, including but not limited to Team BC Missions, signature events, incoming delegations and familiarization tours. Our missions support partnership development, expand BC's networks and position BC as a preferred destination for international students, and all are informed by BC's International Education Strategy. Missions often involve many stakeholders, complex schedules, multiple events and sites of activity.

Internationalization and Market Support comprise two of three core service areas for BCCIE. Success in all our service areas demand a sustained, nuanced, diplomatic, coordinated and comprehensive approach with deference to an evolving landscape of market changes and emerging policy.

This position is responsible for supporting the oversight, management and implementation of a broad range of activities locally, nationally and internationally, including:

- Government and Team BC missions including resources, logistics, planning, collateral, communication, implementation, report writing and follow up
- Incoming delegations and familiarization (fam) tours
- Market Support activities, e.g. Team BC Missions and Feasibility Missions
- Mission report writing for submission to BCCIE and designated government ministries

- Functioning as a key point of contact with BC's Trade and Investment Offices and the key liaison for BCCIE's work with Education Marketing Managers (EMMs) and other in-country representatives and local hires, as appropriate, required and directed
- Functioning as a key point of contact with federal Trade Commissioners as required
- Functioning as a key point of contact with the local Consular Corps as directed
- Supporting, researching and drafting development of BCCIE's Country/Region Action Plans
- Budget planning and tracking for all missions and market support activities
- Support for the Executive Director and Directors in other market support activities including coordination at signature events, conferences and familiarization tours

RESPONSIBILITIES

With self-guided initiative and direction from the Director, External Relations, the Senior Manager, Internationalization and Market Support undertakes the following:

Government Missions

Responsibility for the overall planning and successful implementation and choreography of outbound educational and governmental missions including communications, logistics of air and ground transportation, travel arrangements including visas, accommodation and meal arrangements, meeting arrangements including translation and interpretation, protocol, collateral and shipping needs, institutional and governmental liaison, pre-departure briefing, report writing with recommendations, and budget reconciliation.

Market Support

Responsibility for the overall planning and successful implementation and choreography of outbound Team BC recruitment and feasibility missions including communications, logistics of air and ground transportation, travel arrangements including visas, accommodation and meal arrangements, meeting arrangements including translation and interpretation, protocol, branding, collateral and shipping needs, institutional and governmental liaison, predeparture briefing, report writing with recommendations, and budget reconciliation.

Market support will be offered to the all stakeholder communities on the basis of established geographic market, regional, government and budgeted priorities, as well as on a case-by-case basis and on occasion with discrete activities:

- To the public K-12 and independent K-12 sector
- To the EQA-designated private language school and private post secondary education sector
- To the public post secondary sector.

Incoming Delegations and Familiarization Tours

Responsibility for the organization and coordination of approved incoming delegations and familiarization tours. Including research, preparation and communication of final itineraries/schedules, pre-departure briefing materials and follow-up reports, liaison with stakeholders and delegates to confirm and manage expectations and oversight of all communications and logistics.

Internationalization

Promotes and advances BC's and BCCIE's stated internationalization goals and objectives with stakeholders through communication channels, through PD events and through the articulation, identification and promotion of best practices with constant adherence to issues of quality.

Pursues pro-active engagement with experts and leaders in the field towards drafting and disseminating best practice resources towards internationalization, interculturalization and indigenization for all levels of BC's education system.

Supports activities that promote the internationalization of the BC education system such as staff, faculty and student mobility, curricular change, staff and faculty training, partnership development, town-and-gown community engagement and other activities as appropriate.

Research

Responsibility for working with the Communications team at BCCIE to coordinate the research and intelligence gathering for market research reports, country/region action plans, presentations and online publications.

Institutional and District Relations

Responsibility for establishing and maintaining a network of contacts within the broad community of education stakeholders in BC and internationally.

Special Projects

From time to time BCCIE is tasked with discrete projects and initiatives. With support and guidance from Director, External Relations, this position will support these projects and initiatives.

SUPERVISION RECEIVED

- Reports to the Director, External Relations
- Work is performed under general direction with minimal day-to-day guidance
- Position is subject to annual performance reviews

UNUSUAL WORKING CONDITIONS

A high level of initiative and self-directed action is required to maintain the profile and integrity of the organization as the representative of and portal to international services

and activities of the International Education sector in British Columbia.

The incumbent will occasionally be the sole representative of the Province, the BC education system, or BCCIE, and as such must pay particular attention to personal appearance and manner. The ability to work under pressure of deadlines, to demonstrate flexibility in scheduling tasks and to make fast and appropriate decisions is essential. The incumbent will be required to exercise good management and personal skills as well as nuanced diplomatic skills in coordinating activities and in liaising with staff, membership and senior institutional personnel, government and international guests or clients.

The position requires special appreciation for nuanced political and diplomatic protocol, sensitivity to cultural differences and the experience and presence to represent the sector and organization at senior levels in British Columbia, in Canada and abroad. Further, it demands the ability to work effectively in an environment where powers of persuasion and the ability to nurture a sense of common purpose and cooperation are key to achieving success.

The incumbent should anticipate domestic and international travel and should be prepared to deal with the vagaries of such travel and the different business styles of international clients; this requires the ability to adjust to other cultural and linguistic settings and the capacity to accommodate the unusual and the unexpected. The incumbent must be familiar with travel and working conditions in developing countries and elsewhere, and must be able to adjust to often unusual and unexpected circumstances that arise in foreign cultural and linguistic settings.

REQUIRED QUALIFICATIONS

- Established professional credibility as evidenced by an Honour's, Bachelor's or Master's degree in a relevant field, and/or a combination of formal and informal education
- Committed experience with recognized professional organizations serving the applicant's area of expertise or serving International Education professionals (such as APAIE, NAFSA, CAPSI, CBIE, Languages Canada, CHEC, EAIE, IPSEA, etc.)
- Minimum five years of experience in mid- to senior-level leadership positions, ideally in a major district or institution, government, crown corporation or non-profit environment
- Awareness of and experience in the field of International Education, preferably in British Columbia
- Excellent command of English and desired fluency in one other major world language

- Exceptionally high ability for multi-tasking, independent work, identifying and prioritizing tasks, delegating responsibilities, working in a fast-paced team environment
- Excellent interpersonal, communication (public speaking, oral and written), problem solving, conflict resolution, organizational and analytical reasoning
- Excellent team-building, leadership, and supervisory skills
- Experience supervising the development of both traditional and electronic collateral used in recruitment and international marketing purposes
- Experience working with agents, consultants, and third-party providers
- Ability to travel internationally for extended periods of time where tact, diplomacy, and cross-cultural communication will be paramount.

Deadline for applications is **4:00pm PDT on Friday, March 31, 2017** Please send your application to bccie@bccie.bc.ca and include a cover letter and CV by this date.