

Position Description **Manager, Market Support and Partnership Development**

POSITION SUMMARY

The Manager, Market Support and Partnership Development (MMSPD) reports to the Associate Director, Stakeholder Engagement. 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. 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. Missions often involve many stakeholders, complex schedules, multiple events and sites of activity.

BCCIE also offers virtual support to our local and international partners including virtual B2B events, market intelligence events, Trade Commissioner updates and participation in virtual fairs under the Study in BC brand.

This position is responsible for supporting the oversight, management, and implementation of a broad range of activities including but not limited to:

- 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. market intelligence events, virtual and in-person recruitment fairs, etc.
- Key BCCIE programs such as the BC Study Abroad (BCSA) program, the UMAP National Secretariat, and special government projects exploring market diversification efforts.
- Mission report writing for submission to BCCIE and designated government ministries for special government and/or contracted missions.
- Supporting, researching and drafting the development of BCCIE's Country/Region Action Plans

- Support the development and maintenance of key partners (government, trade commissioners, consular corps, institutions etc.) internationally, nationally and locally
- Targeted engagement on the China file, with the Studies in China Alumni Association and China-specific liaison and focussed engagement.
- Support and coordinate BCCIE stakeholder and sectoral engagement with the SEAMEO Secretariat and the SEAMEO Network of Centres.
- 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 support and direction from the both the Associate Director, Stakeholder Engagement and the Director, External Relations, the Manager, Market Support and Partnership Development undertakes the following:

Market Support

Responsibility for the overall planning and choreography of outbound Team BC recruitment 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. This position is responsible for the planning and may be required to travel to support implementation of the mission. This position may also be required to support the planning and implementation of government missions from time to time.

This portfolio also includes the planning and implementation of virtual B2B meetings, market intelligence events, online trade commissioner updates and participation in virtual fairs under the Study in BC brand. With direction from the Director, External Relations, this Manager, Market Support and Partnership Development will also be involved in the development of BCCIE's Country/Region Action Plans.

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.

UMAP National Secretariat and BC Study Abroad Consortium

Maintain scheduled liaison with the UMAP International Secretariat at VCC and implement recommendations for UMAP expansion across Canada as per the UMAP National Secretariat Strategic Plan.

Promote opportunities for study abroad including increasing the number of BC post secondary institutions participating in the BC Study Abroad Consortium (BCSA). Working with the BCCIE communications team, the Manager will be responsible for profiling benefits and opportunities to study abroad through website and BCSA social media platforms.

Partnership Maintenance and Development

Partnership maintenance and development activities are initiated by the Director, External Relations and supported by the Associate Director, Stakeholder Engagement. The Manager will be responsible for partnership development activities that may include, but are not limited to supporting the development and maintenance of relations with international, national, and local governments, trade commissioners, consular corps, consortia, educational institutions, service providers and more.

Strategic Relations

BC schools and institutions continue to work towards diversification of their students and academic partnerships, nevertheless, there remains key, long-term and strategic international partnerships that require specific management to ensure continued, open and productive communications and collaborations. Our partners throughout Southeast Asia and in particular China necessitate communications defined by nuance and diplomacy. The MMSPD should possess the skills, attitudes and knowledge that will ensure the continued productive relations with our partners in these regions.

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 the Associate Director, Stakeholder Engagement, this position will support these projects and initiatives.

SUPERVISION GIVEN AND RECEIVED

- Reports to the Associate Director, Stakeholder Engagement
- Work is performed under general direction with minimal day-to-day guidance
- This position may have one direct report from time to time to support special projects
- Position is subject to annual performance reviews

UNUSUAL WORKING CONDITIONS

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. 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 may anticipate some international travel (if required) and should be prepared to deal with the vagaries of such travel and the different business styles of international.

REQUIRED QUALIFICATIONS

- Established professional credibility as evidenced by an Honours or Bachelor's degree in a relevant field, and/or a combination of formal and informal education
- Minimum three years of experience in the international education field, ideally in a major district or institution, government, crown corporation or non-profit environment
- Experience in the marketing and recruitment aspect of international education, preferably in British Columbia
- Experience in the development, management, execution, and evaluation of multifaceted marketing and recruitment strategies, including market intel, branding, communications, events, partnerships
- Excellent and native-like command of English is required
- Native-like fluency in Mandarin Chinese is required
- Exceptionally high ability for multi-tasking, self-motivated and self-directed work, identifying and prioritizing tasks, working in a fast-paced team environment
- Excellent interpersonal, communication (public speaking, oral and written), problem solving, conflict resolution, intercultural, organizational and analytical reasoning.

Deadline for applications is **4:00 p.m. PT on February 8, 2021**. Please email your application directly to [bccie\(at\)bccie.bc.ca](mailto:bccie(at)bccie.bc.ca) and include a cover letter and resume by this date. *DO NOT apply through Indeed.*

PLEASE NOTE: Applications must be on time, complete, and through the specified application process above to be considered.