

**JOB DESCRIPTION - Director, External Relations**  
**Location: Vancouver, BC - Start Date: April 1, 2025**

**ABOUT THE BC COUNCIL FOR INTERNATIONAL EDUCATION (BCCIE)**

BCCIE occupies an essential leadership and protocol position in the International Education (IE) sector. On behalf of the province, it conceives, plans, coordinates, implements, and evaluates a wide range of activities, including senior executive and governmental activities, professional development opportunities, 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 embraces diversity. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. We understand that an open and diverse community fosters the inclusion of voices that have been underrepresented or discouraged. We encourage applications from members of groups that have been marginalized, on any grounds enumerated under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, and/or status as a First Nation, Metis, Inuit, or Indigenous person.

**POSITION SUMMARY**

The Director, External Relations (DER) is a fulltime continuing position and reports to the Executive Director (ED), with considerable liaison with the Director, Operations and Communications (DOC). The DER is a key member of the senior management team. This position requires experience, initiative, excellent judgement, tact and diplomacy as well as a high level of quality and accuracy of work.

Primary areas of responsibility are oversight over and impetus for strategic partnership development and maintenance, both domestically and internationally, designing, directing and supporting the implementation of BCCIE's market diversity initiatives, including BCCIE-led in-person and virtual missions, leading the implementation of BCCIE's ongoing capacity-building activities including JEDI initiatives for the BCCIE staff and sector, event planning and execution, supporting district and institutional relations, and liaising with BCCIE's domestic international alliances, associations and partners.

The DER is responsible for supporting the formulation, oversight and management of a broad range of activities locally, nationally, and internationally for BCCIE, educational institutions and partners, including the following:

- Key member in strategic and operational planning (Please note BCCIE is currently going through a new strategic planning process).
- Professional Development events including sectoral capacity-building workshops and events

- Programs and services, as well as special one-time projects, focussed on the integrity of BC's offerings, services and student support, inter-culturalization and indigenization, as well as the BCCIE Mentorship program
- Study abroad initiatives and special projects such as the BC Study Abroad Consortium and UMAP National Secretariat
- BCCIE domestic and international collaborations
- Partnership development, recruitment, and market support activities and other events/services for educational institutions
- Development or oversight of research projects or initiatives
- Market diversification initiatives for BCCIE and the sector
- Stakeholder engagement with institutions and districts and, in concert with ED, the Consular Corps
- All other strategic initiatives, activities, and special projects such as the Ministry of Education and Child Care's scholarship program.

## **RESPONSIBILITIES**

With self-guided initiative and with direction from the Executive Director, the DER undertakes the following:

### **Strategic Partnership Development and Maintenance**

- Plans, develops and implements the organization's partnership strategies and activities
- Works closely with the Associate Director, Communications on directing and drafting high-level messaging, promotions and key communications for dissemination through BCCIE communication channels
- Works closely with the Executive Director to maintain existing high-level strategic partnerships, (e.g., SEAMEO, UMAP, FICHET, CHED, CEAIE, VACC, SEP, AMPEI) and forge new partnerships and alliances consistent with BCCIE's mandate and strategic direction
- Manages BCCIE MOU relationships and agreements, ensuring required follow-up and identifying new MOU partners for consideration
- Works closely with the Market Support team to maintain existing strategic partnerships and design and execute ongoing engagement activities
- Identifies and facilitates communication and recommends strategic partnership development for provincial ministries (PSEFS and ECC) resulting in bilateral communications leading towards formal cooperation, e.g., MOU, LOI, etc
- Develops productive working relationships with like-minded organizations involved in the internationalization process, both in-country and internationally, including but not limited to: CICan, UC, CAPS-I, Languages Canada, CBIE, GAC, EAIE, NAFSA, APAIE, CAIE, etc.
- Maintains positive and productive engagement with provincial counterparts in support of the IE sector, including entities such as: BC Colleges, BCAIU, RUCBC, IPSEA, FISA, BCCCA, NPSC, etc.

### **Capacity Building and Event Management**

- Supports the Director, Operations and Communications and the events team with the planning and implementation of the BCCIE Annual Summer Conference (BCIEW) including organizing incoming international delegations
- Oversees the annual strategic planning for capacity-building events and supports event staff in the coordination and preparation for events at BCCIE as required
- Oversees event-related communications with select domestic and international secondary and post-secondary institutions as required
- Undertakes additional events and capacity building projects as required

### **Recruitment and Market Support**

- Provides strategic direction for all market support, recruitment and partnership development portfolio, including, but not limited to, identifying appropriate market support engagement activities in alignment with BCCIE's mandate and strategy and consistent with BC's International Education Framework
- Provides oversight and support for the planning, coordination and implementation of these activities including supporting staff to plan and implement online B2B events, Team BC missions, market briefings, and familiarization tours and managing the budgets, report writing, and post-mortem reviews as appropriate.
- Supports the promotion of the Study in BC brand in international markets, coordinating with BC institutions in market, and leads other initiatives and communications under the StudyinBC brand.
- Advances BCCIE's mandate to support the diversification of market engagement, including the support of emerging, maturing and maintenance markets
- Oversees the Market Support Working Group meetings in collaboration with the ED
- Works closely with Canada's Trade Commissioner service to assist BCCIE in designing culturally appropriate and institutionally relevant market engagement initiatives and activities

### **Study Abroad and the BCCIE Mentorship Program**

- Oversees BCCIE's study abroad activities including the BC Study Abroad Consortium
- Oversees the UMAP National Secretariat and supports staff in the implementation of the UMAP national strategy and engagement with the UMAP International Secretariat
- Oversees the Regional Mentorship programming and the BCCIE International Education Mentorship Program (IEMP) including creating and developing a broad range of communications, activities and events
- Supports the formal and self-directed mentorship programs including liaising with existing and interested IEMP participants
- Supports staff to plan and organize mentorship events throughout the year
- Works with the Communications Team to source and posts mentorship resources and PD opportunities on the BCCIE website

### **Strategic Initiatives**

From time to time, BCCIE is tasked with unique and discrete projects and initiatives. With support and guidance from the Executive Director, this position may lead, manage and/or support these projects and initiatives.

- Involvement in strategic events such as APAIE, NAFSA, CBIE and other signature events where the BC International Education sector can be promoted and highlighted
- Leads strategic projects and provides project management and guidance for the design and delivery of BCCIE strategies for Indigenization, Intercultural, diversification, labour market impact, immigration, economic impact, and regional engagement
- Leads and supports staff to implement BCCIE's student support initiatives including the online learning series, online resource page on Study in BC, and international student support working group.
- Supporting other strategic projects and initiatives as required

#### **Institutional and District Relations**

- Supports and pursues ongoing engagement with stakeholder institutions and districts
- Organizes direct meetings and round tables by sectors and/or themes
- As appropriate, publicly represent the organization with the media and external constituency groups including community, governmental, educational institutions and schools and build knowledge and awareness of BCCIE's mandate and strategic direction
- Works closely with Ministry of Post-Secondary Education and Future Skills and Ministry of Education and Child Care to manage joint initiatives as required. These include but are not limited to projects such as the Ministry of Education and Child Care scholarship program, offshore school development and senior government mission planning and coordination
- As appropriate, represents the sector and BCCIE in professional associations, bilateral business and cultural organizations, at conferences dealing with international issues, and on Canadian and international bodies associated with higher education
- Delivers high-level presentations, panel participation, working group and committee engagement as requested by the Executive Director

#### **Senior Management Team**

The DER is a senior management position, and together with the Director Operations and Communications and the Executive Director, comprises the Senior Management Team. This team collegially oversees office operations and policies; participates in the budget development process; makes recommendations on human resource needs, BCCIE priority activities, major expenditures, organizational structure and policy and procedure frameworks for the organization.

The DER contributes to the development of the organization's strategic goals and objectives as well as the overall management of the organization. BCCIE's new



strategic plan is anticipated to be completed in 2025 and the DER will be involved in implementing any new strategic priorities that fall under this portfolio.

### **SUPERVISION RECEIVED**

- Reports to the Executive Director.
- Works independently within established strategic priorities.
- Exercises initiative, diplomacy, tact, resourcefulness, and sound judgement when representing BCCIE to students, stakeholders, institutions, government officials, community and business organizations, and internal/external partners.
- Position is subject to annual performance reviews.

### **SUPERVISION GIVEN**

The following positions are direct reports to DER:

- Manager, Market Support and Partnership Development
- Senior Manager, Events and Stakeholder Engagement

### **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 a diverse sector including K-12, language, and both public and private post-secondary institutions in British Columbia.

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.

The incumbent will often be the sole representative of the province, of the education system of British Columbia, or of 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 and good 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 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 keys to achieving success.

## REQUIRED QUALIFICATIONS

- Established professional credibility as evidenced by a Masters' degree in a relevant field, and/or a combination of formal and informal education
- Demonstrated experience working with recognized professional organizations serving international education professionals (such as APAIE, NAFSA, CAPSI, CBIE, Languages Canada, EAIE, IPSEA, etc).
- Minimum seven years' experience in mid-senior level administrative positions in the international education sector, preferably in British Columbia.
- Excellent command of English and desired fluency in one other major world language.
- Exceptionally high ability for strategic thinking, multi-tasking, independent work, identifying and prioritizing tasks, delegating responsibilities, working in a fast-paced team environment.
- Excellent interpersonal and communication skills (public speaking, oral and written).
- Superior problem-solving, conflict resolution, organizational and analytical reasoning.
- Excellent team-building, leadership, and supervisory skills.
- Proven strategic and operational planning experience.
- Fluent knowledge of social web, new media, and electronic platforms and their demonstrated use in attracting and retaining high-quality international students.
- Experience working with international agents, consultants, third-party providers.
- Ability to develop innovative, relevant, and cost-effective approaches to international marketing within a pre-determined budget.
- Ability to travel internationally for extended periods of time where tact, diplomacy, and cross-cultural communication will be paramount.

**Compensation:** \$108,260.48 - \$129,268.68 per year. In addition, the successful candidate will receive a generous benefits package including a pension plan upon completion of their probation period. BCCIE also provides flexible work options and 20 paid vacation days for all employees.

*The anticipated start date of this position is April 1, 2025.* All qualified candidates are welcome to apply. Canadians and permanent residents will be given priority.

Please email your application directly to [career@bccie.bc.ca](mailto:career@bccie.bc.ca) and include a cover letter and resume. Please submit your application by **5:00PM PST** on **THURSDAY, JANUARY 2, 2025**.

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