

Nipissing University
POSITION DESCRIPTION

POSITION TITLE:	Program Manager, School of Business
DEPARTMENT:	School of Business
EMPLOYMENT DEFINITION (STATUS):	Full-time Administration
SALARY LEVEL:	Five (5)
SUPERVISOR:	Manager, Education and Professional Studies
REVISION DATE:	March 2025

SUMMARY OF FUNCTIONS:

Reporting to the Manager, Education and Professional Studies with guidance provided by the Associate Dean, School of Business, the Program Manager will provide day-to-day coordination and management for the efficient implementation and continuous improvement of the School of Business programs. The Program Manager will also lead the creation of annual plans and short/long term strategies congruent with the School of Business' strategy to sustain and enhance the growth and expansion of the relevant program (and School of Business); and implement such strategies and plans that will contribute to the recruitment of business students and instructors on behalf of Nipissing University.

DUTIES AND RESPONSIBILITIES:

Develop strategies and programs to attract, register and prepare new students (30%)

- Develop the annual marketing and promotion plan and budget for recruiting new students and retaining current students
- Plan, develop and implement New Student Orientation (NSO) for distance learning program students at the start of each semester to prepare students for entry into their program.
- Plan, coordinate and deliver presentations to guidance counsellors, faculty, students and partners, in-person and online, in order recruit new students
- Plan and delivery online public presentations to attract distance students and work with recruitment team
- Participate in partner events, education/university fairs, marketing and promotional activities ensuring that they are in-line with the School of Business' strategic goals/vision/priorities
- Create content/concepts for marketing
- Update the School of Business website with content that provides useful information to students, prospective students and other partners
- Promote the school of business programs within the communities that have potential students
- Work with program partners to provide a distinct Nipissing brand
- Provide guidance and support to team members and partners involved in the iLEAD program ensuring alignment with organizational goals and student success
- Oversee the planning, development, and administration of the Cooperative Education (Co-op) Program, ensuring its successful execution
- Provide leadership and support for on-site activities

Manage the relationship between Nipissing University and program partners (20%)

- Maintain regular communication with senior administrators of distance learning program partners to ensure that the best interest of the students, Nipissing and partners are served
- Coordinate with the Facilities Departments at partner campuses to ensure availability of rooms for regular In-class Instructors and Course Facilitator (CF) sessions during the term and for final exams at the end of each term
- Coordinate with partner colleges to ensure appropriate delivery of student services (internet access, accommodations, career counselling, fitness facilities, etc.) at partner campuses
- Monitor and manage the annual budget
- Seek out new partnership opportunities
- Possess an in-depth understanding of all Nipissing University undergraduate programs to effectively identify and optimize pathway opportunities
- Report CPP revenue and shared expenses each semester with partners

Recruit, rehire and manage instructors and employees (25%)

- In collaboration with the Associate Dean, source, attract, interview and hire high quality new course instructors as required
- Ensure the hiring of distance learning program instructors is completed by deadlines each semester
- Manage, support and mentor instructors during each term
- Supervise and provide guidance to support staff
 - Resolve concerns or issues brought forward by employees
 - Participate in the hiring of new employees within the department
 - Provide training and oversee the orientation of new employees
 - Participate in the Annual Performance and Development Process

Counsel and support students (15%)

- Assist students in resolving academic, administrative and personal issues and refer them to the appropriate person/department
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- Advocate on behalf of students to improve student satisfaction with various Nipissing University departments at the North Bay campus
- Coach and mentor faculty and students on a one-on-one basis where necessary and to resolve non-academic issues and refer to Associate Dean, School of Business for academic issues.
- Identify requirements and deliver soft skills training to students
- Assist students in preparing for employment in conjunction with internal departments and external organizations.
- Participate in course planning to ensure courses offered during the academic year allowing students to earn degrees in allotted time.
- In collaboration with Academic Advising provide academic plans to students
- Provide a registration package, Course Planning Guide and Student Guide for Admissions every intake (September, January, May)

Contribute to strategy creation, development and continuous improvement (10%)

- Develop strategies to increase student enrolment and new programs and assess/monitor opportunities for market expansion
- Develop strategies to increase student enrolment and new programs and assess/monitor opportunities for market expansion
- Plan and support program review/analysis of the program and existing partnership arrangements
- Drive continuous improvement methods and seek changes that will enhance the reputation of the programs with partners and increase operational effectiveness/efficiencies as per results of program review/analysis
- Provide operational summaries, updates and recommendations to senior management at Nipissing University and partner colleges
- Recommend curricula and extra curricula improvements as directed by the School of Business
- Work in conjunction with the Registrar's office, Finance, Student Services, instructional developers and other Nipissing University departments to improve student experience
- Develop professional relationships in the local community with potential employers and promote Nipissing students to them

Other duties as assigned.

QUALIFICATIONS:

Education: 4-year degree in Business, Commerce or a related field or an MBA

Training and/or experience may be substituted for formal academic training at the discretion of the University.

Training, Experience, Knowledge & Skills Required:

- Three to five years of administrative experience is required
- Experience working with recruitment and program development
- Working knowledge and experience of marketing, communication and promotion requirements in an educational setting is desirable
- Good understanding of a wide range of local/international environmental issues and a strong knowledge of program delivery/policies/products/services, as they apply to recruitment of instructors and students
- Strong analytical and presentation skills
- Ability to interface with senior levels at our partner colleges
- Experience in developing work plans, administrative policies/procedures/processes
- Ability to establish meaningful priorities
- Excellent verbal/written communication skills
- Human relations and leadership skills are essential to successfully accomplish tasks as part of a team or independently
- Highly organized, proactive, excellent interpersonal skills
- Conflict resolution
- Ability to work with minimal supervision
- Ability to multi-task

RELATIONSHIPS / CONTACTS:

Supervised by: Manager, Education and Professional Studies with guidance from the Associate Dean, School of Business

Workers supervised: School of Business Coordinator

Internal: Faculty, staff, students

External:

- Various College administration
- Business community
- General public

MATERIALS UTILIZED:

- Microsoft Office Suite
- Academic Calendar
- Collective agreements
- General Office Equipment

PHYSICAL / MENTAL DEMANDS & WORKING CONDITIONS:

- Mental concentration
- Light to moderate demands
- Mental concentration
- Audio/visual concentration
- Standing, sitting, walking
- Private office
- some travel through out the year

I have read my position description and it has been reviewed with my supervisor. I understand what my duties and functions are, and I will carry out all of my responsibilities as herein described.

Employee Name (please print)

Employee Signature

Date

Approvals

Supervisor

Date

Human Resources

Date

Revised April 2016

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