PEA Job Description

1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>992525</th>
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<tbody>
<tr>
<td>Position Title:</td>
<td>Program Coordinator: Language Programs</td>
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<tr>
<td>Department:</td>
<td>Continuing Studies</td>
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<tr>
<td>Reports to:</td>
<td>Program Director, Arts, Science, Education and Technology Programs</td>
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<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct: 8-12 summer  Indirect: 1 year round</td>
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<tr>
<td>Classification Level</td>
<td>SG 9</td>
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<tr>
<td>Last Updated</td>
<td>November 2018</td>
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2. Position Summary

This position reports to the Program Director and works in collaboration with members of the Arts, Science, Education and Technology unit including Program Coordinators, office and technical staff, academic faculty, advisory groups, external organizations, instructors, students, and allied university staff. The position is responsible for participating as a team member, and building and maintaining stakeholder relationships for innovative programs that serve the portfolio’s target market.

The Program Coordinator delivers and administers courses and programs, and is responsible for identifying sector needs, program planning, course and program development, and overseeing administrative activities. Programming may be offered on-campus, off-site or in an online format. The responsibilities also include instructor recruitment, marketing, and budget administration.

This portfolio currently includes the following programs and courses in the Languages area. Programming within the portfolio may change based on departmental goals and community demands.

- French Language Diploma Program
- French Language Conversation Classes
- La Maison Francaise
- Professional Specialization Certificate in Teaching French Immersion
- World Languages
### 3. Key Responsibilities and Expectations

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<th>Key Responsibilities.</th>
<th>Expectations:</th>
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<td>% of time</td>
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#### Program Planning & Development Responsibility

**30%**

- The Program Coordinator plans and develops programs:
  - coordinates and analyzes course evaluations
  - completes needs assessment and works with partners to identify program needs;
  - establishes procedures, guidelines and program formats appropriate for different groups (where applicable);
  - monitors emergent issues and practices to recommend updates to curriculum;
  - liaises with faculties, academic partner institutions, external agencies and/or advisory committees
  - writes proposals.

- Works with Division Marketing staff to manage the marketing and promotion of the portfolio’s offerings in various delivery formats at various locations. Marketing responsibilities include:
  - competitive analysis of the portfolio
  - evaluation of potential offerings
  - development and management of specialized mailing lists, emails and other distributions lists
  - development of a market plan for the portfolio in conjunction with the Division Marketing Services
  - conduct formal and informal presentations on program offerings
  - development of print and web-based promotional materials according to specified guidelines, for local, provincial, and international markets, for conferences, and for internal and external publications, as appropriate, in conjunction with the Division's Marketing unit

#### Program Delivery and Management

**45%**

- Advises applicants and students on admission requirements, program information, program requirements, registration and graduation processes:
  - Advises students on course selection and future pathways, University regulations, and available resources and the selection of program/course content to best meet educational goals
  - Delivers orientation sessions and workshops for students
  - Develops and delivers presentations to potential students, stakeholders and community groups
  - Manages student questions or concerns, requests for withdrawal and refunds, etc.
  - Provides ongoing support for students in the programs

- Organizes, supports and manages the portfolio’s course delivery and operations:
  - sets instructor fees
  - establishes material costs
• Determines specific courses for delivery
• Creates and monitors contracts
• Prepares annual course schedules, monitors course delivery, and resolves issues that arise
• Coordinates field activities, instructional technologies and other logistical arrangements
• Develops and maintains strong relations with future and current instructors during course development, delivery, and evaluation phases while providing guidance on instructional design, course materials and course improvements
• Supervises instructors in regard to program requirements, contractual agreements, and University of Victoria policies:
  o Identifies, recruits, selects, and appoints portfolio instructors including; performance management, ensuring that departmental, human resource, and accounting policies are adhered to and contractual obligations are clearly defined
  o Ensures that consultants/contractors and agencies performing services fulfill their contractual commitments (where applicable)
  o Creates professional development opportunities for instructors
• Supervises chief cultural assistant(s) and cultural assistants leading up to and during summer intensive residential program La Maison Francaise, in regard to program requirements, contractual agreements, and University of Victoria policies:
  o Identifies, recruits, selects, and appoints monitors and cultural assistants including; performance management, ensuring that departmental, human resource, and accounting policies are adhered to and contractual obligations are clearly defined
  o Acts as key point of contact after hours for chief cultural assistant(s) and cultural assistant staff and responds and refers to campus and community partners or appropriate resources
• Evaluates and manages student, instructor, cultural assistant staff or stakeholder concerns, complaints or contrary situations.
• Selects, adapts, monitors and oversees the administration of placement tests to meet specific program needs and ensures students are placed in the appropriate levels of French Language programming.
• Manages community and academic partnerships in regards to program requirements, contractual agreements, and University of Victoria policies to ensure that community and academic partners are performing services that fulfill their contractual commitments.

<p>| Fiscal and Administrative 15% | Develops, monitors, and administers the budget for the portfolio, e.g. financial viability of individual offerings; |</p>
<table>
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<tr>
<th>Tasks</th>
<th>Details</th>
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<tbody>
<tr>
<td>Manages course expenses in accordance to budgets and spending limits;</td>
<td>forecasts and records course expenses and revenues as part of program</td>
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<td>Develops and manages partnership budgets;</td>
<td>budget management;</td>
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<td>Ensures that the appropriate program bursaries for the various</td>
<td>government programs are done according to government and UVic policies</td>
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<td>Coordinating student enrollment and support:</td>
<td>and regulations;</td>
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<tr>
<td>o develops and implements student recruitment strategies</td>
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<td>o manages admissions and registration in collaboration with the</td>
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<td>registration services in the Division of Continuing Studies;</td>
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<td>o reports on enrollment and tuition;</td>
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<td>o liaises with academic departments, academic advisors and academic</td>
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<td>community partners, and funders.</td>
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<td>Provides the Office and Technical support person(s) responsible for</td>
<td>the portfolio’s administration with day to day guidance;</td>
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<td>Provides occasional assistance to other programs offered through</td>
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<tr>
<td>Community and Professional Programs as assigned.</td>
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<td>Collaborates with university administrative and academic units to</td>
<td>ensure programs and courses run effectively;</td>
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<td>Collaborates with other post-secondary institutions, agencies,</td>
<td>agencies, organizations and government bodies locally, provincially</td>
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<td>Participates in the Programs Advisory and/or Steering Committees as</td>
<td>and nationally in order to forge partnerships;</td>
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<td>Assist in the negotiation and formalizing of contractual agreements</td>
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<td>Travels to support partner relationships and development as</td>
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<td>required by the program marketing plan and as approved by the</td>
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<td>supervisor.</td>
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### 4. Classification Factors:

**Problem-Solving:**
The Program Coordinator manages complex and often conflicting information regarding administrative policies, course design and delivery. In addition, frequent changes in the market, coupled with the highly competitive nature of this sector, requires the Program Coordinator to keep abreast of new trends and prioritize relationships in order to maintain a strong portfolio. The incumbent must effectively
synthesize information in order to respond to critical issues that may affect students, external stakeholders, and UVic faculties and departments. This requires excellent knowledge of academic standards, marketplace, learning objectives, budget/cost effectiveness and evaluation methods.

**Responsibility for Financial & Material resources:**
Forecasting revenue and expenses relating to courses and programs is required to inform decisions on hiring and marketing initiatives; and making accurate revenue and expense forecasts on the program budget. The incumbent monitors and maintains FAST account(s) with multiple line items. Budgeting decisions have a major impact on the incumbent’s programs and on the shared goals with DCS and partners.

**Responsibility for Human Resources:**
This position is responsible for recruiting, appointing and supervising chief cultural assistant(s), cultural assistants and course instructors within university guidelines and in conjunction with partner faculties. The incumbent must be well-versed and keep up-to-date on UVic HR policies relating to hiring of instructors and staff. Oversight and support of instructors is required to deliver quality programming and ensure contractual commitments have been met.

The Program Coordinator is to provide guidance and direction as required to the administrative staff supporting the program area.

**Impact of Decisions and Actions:**
As a representative of DCS, the incumbent is a key member of the Professional Specialization Certificate in Teaching French Immersion Advisory Committee comprised of content specialists and sector partners. This requires knowledge of the width and breadth of the Languages portfolio while representing DCS interests within the scope of mandated and strategic goals of both the unit and the University. Decisions made in collaboration with this stakeholder group have a major impact on the direction of the program and partnership agreements. At times, the involved parties have diverse and divergent points of view and the incumbent must have a good understanding of the organizations involved and the ability to manage differing viewpoints with tact to lead the parties toward consensus.

This position is responsible for the management of complex program areas for delivery of professional and community-based and other programs involving multiple partners and stakeholders. There are multiple administrative responsibilities involved in program planning and delivery that must be planned and addressed to ensure important operational timelines are met. Additionally, this program is responsible for managing emergent and time-sensitive student issues with sensitivity, tact and diplomacy and must assess the issue and respond and refer students to campus and community partners or appropriate resources. The impact of poor management includes: negative impact on student experience, the potential for decreased enrollment, and possible breakdown of critical relationships.

**Independence:**
The Program Coordinator works independently and has the authority to make decisions related to the delivery and daily management of the program. Incorrect decision-making or poor management would have a negative impact on the program area. Rigorous planning and forecasting is necessary to ensure the appropriate instructors, facilitators, classrooms/labs for course delivery.
The position provides input and makes recommendations to the Program Director on the establishment of program objectives, partnership development, and budgetary targets.

5. **Summary of Qualifications:**
A Bachelor’s degree in a related discipline, plus a minimum of 3 years’ experience and training in the field of French Language and Culture or Applied Linguistics. Fluency in French and English is required.

An equivalent combination of education, training and experience may be considered.

**Knowledge, experiential and competency requirements include:**
- Relevant experience that enables them to develop, market and implement educational programming for adult learners.
- Training and experience in language teaching methods.
- Knowledge of current approaches and materials in second language teaching.
- Knowledge of the program area sector.
- Relevant experience to manage budgets including budget development, forecasting, reporting, revenue and expense reconciliation, accruals and deferrals.
- Experience hiring and supervising instructors or staff would be considered an asset.
- Knowledge of academic systems, program planning, instructional design and technologies, and evaluation strategies.
- Knowledge of university organization would be considered an asset as would knowledge of the post-secondary system.
- Excellent organizational, communication, marketing, and interpersonal skills are essential.
- Excellent analytical, critical thinking and problems solving skills.

**Other**
- This position involves occasional evening and weekend work hours and some travel to coordinate partnerships and course delivery, especially in July.
- A Class 5 driver’s license and access to a vehicle on an occasional basis is needed for off-campus meetings and to support local course field visits.
- There is travel to locations outside of Victoria for meetings and conferences.

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**Employee’s Signature:**  
**Date:**

**Manager’s/Supervisor’s Signature**  
**Date:**