

Class No.:	
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CLASS SPECIFICATION

DDA, TOURISM MANAGEMENT AND OUTDOOR RECREATION MANAGEMENT PROGRAMS

NATURE AND SCOPE OF WORK

This is administrative and marketing work in support of the Bachelor of Tourism Management degree program, Tourism Management Co-op Education Diploma program and Tourism Marketing Citation program within the School of Tourism Management and the Outdoor Recreation Management Diploma program with the School of Outdoor Recreation Management. The incumbent in this position is primarily responsible for supporting the non-academic administrative functions and performing the support tasks. Duties include preparing promotional material, coordinating events, providing information, assisting in practicum administration, liaising internally and externally, and increasing the profile of Tourism Management and Outdoor Recreation Management programs. In addition, the incumbent is tasked with providing customer service to students, processing student applications and block registrations and providing information for submission on faculty workloads and timetables. The incumbent receives direction from the Tourism Management Convenor and Outdoor Recreation Management Convenor or Divisional Supervisor and reports to the Dean.

ILLUSTRATIVE EXAMPLES OF DUTIES

- In consultation with the Dean and under the guidance of the Program Convenors, and in collaboration with the Marketing Department, proactively recommends and assists with implementing marketing strategies and preparing promotional material for Tourism Management programs. This includes assisting with developing and implementing marketing campaigns in collaboration with Marketing and Communications and the Tourism Program Convenor, assisting with creation of promotional materials, editing and printing, developing, and overseeing content and uploading information to a web page, and overseeing social media content.
- Communicates program information, information sessions or events through social media platforms and the ability to use other email marketing software programs. Analyzing engagement data, identifying trends in student interactions, and planning digital campaigns.

- Presents, provides, and communicates Tourism program information to individuals and groups within the Tourism community.

- Acts as a liaison to develop and maintain relationships with the external Tourism community including prospective students, partner institutions, and agents as they relate to Tourism Post Management and Outdoor Recreation Management programs. This includes attending industry networking events, liaising with external stakeholders to identify practicum and job opportunities for students and meeting with other academic institutions to raise the profile of Tourism Management and Outdoor Recreation Management programs.

- Facilitates communication and arrangements between the university and potential students, current students, alumni, and faculty. Assists in the recruitment of students and the promotion of Tourism and Outdoor Recreation programs. This includes answering enquiries; referring people to other campus services; preparing calendar and brochure information; arranging student information sessions; uploading information to a web page; drafting and/or revising student handbooks and manuals; and coordinating mailings.

- Under the guidance of the Program Convenors or Divisional Supervisor plans, organizes and coordinates Tourism and Outdoor Recreation program events. This includes orientation sessions for new students, industry visits, hosting partner institutions, case competitions, conferences, and information sessions. Duties include room booking, organizing catering, preparing agendas in consultation with Program Coordinator or Convenor, giving campus tours, making travel arrangements.

- Under the guidance of the Co-op Coordinators, Program Convenors or Divisional Supervisor, supports practicum administrative process for School of Tourism and Outdoor Recreation Management programs by providing co-op work permit support letters for international students and updating industry partner information.

- As needed, acts as primary liaison for international students. This includes regular communication with the Center for International Experience to find resources, coordinate sessions, and assist students with visa related and work permit questions by providing appropriate contacts.

- Under the guidance of the Divisional Supervisor, prepares and enters or submits information for the purposes of submitting section plans, timetables, cohort schedules, and faculty workloads within the Tourism and Outdoor Recreation Management programs.

- Prepares operating budgets and capital requests in consultation with and for the approval of the Tourism Management and Outdoor Recreation Management Program Convenors or Chair. Supports the Convenors with tracking, monitoring and reconciling

cost centres including depositing and recording revenue, processing disbursements and charge backs, printing and reviewing management reports, and contacting Financial Services as required. Resolves discrepancies or brings them to the attention of the Tourism Management and Outdoor Recreation Management Program Convenors or Program Managers. Has signing authority within university guidelines. Maintains petty cash fund.

- Ensures that appropriate funds are collected from students including preparing and submitting exceptional tuition fee requests, collecting, and tracking tuition fee deposits, contacting sponsors to ensure that sponsored fees are collected by Financial Services, and collecting fees for conferences and student retreats. Processes refunds as required.
- Processes student applications and application materials, including portfolios. Screens for completeness of material. Arranges student interviews. Block registers students. Tracks courses taken toward program completion, manages registration numbers to ensure appropriate acceptance.
- Facilitates external admission processes for students to meet the requirements and complete studies at partner institutions. This includes regular communications with partner institutions, organizing student admission paperwork, planning orientation, and assisting with accommodations.
- Assists with Tourism Management and Outdoor Recreation Management program profiles and new course proposals under the direction of the Program Convenor.
- Under the guidance of the Divisional Supervisor, and in support of the Program Convenor or Program Manager, maintains submission and completion of grade sheets and course syllabi.
- Orients new Program Convenors to administrative tasks related to Tourism Management or Outdoor Recreation Management programs. Supports Divisional Supervisor with new faculty orientation to university administrative guidelines. Assists faculty and staff with the operation of computers, phones, smart board, faxes and other office equipment.
- Supports Divisional Supervisor with preparing postings and arranging interviews for faculty hires within Tourism Management programs.
- Provides guidance to office staff within Tourism Management and Outdoor Recreation Management programs in the day-to-day operations and maintains communications with Divisional Supervisor as it relates to planning and coordinating the workflow; training new staff; assigning, prioritizing and checking work assignments.
- Arranges and attends department meetings, including preparing agendas and taking minutes. Serves on University committees as required. Drafts routine and non-routine correspondence.

- Provides program specific support such as conducting criminal record checks, belonging to a risk management team, coordinating occupational health and safety communications among faculty and industry partners, or administering program specific activities (e.g., field trip organization).
- Maintains departmental files, lists and other records including prospective student and agent databases.
- May be required to take training and act in the capacity of a floor warden as part of the University's Emergency Preparedness Plan (Fire, W.H.M.I.S., Earthquake).
- Performs duties related to the qualifications and requirements of the position.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Thorough knowledge of the regulations, policies and procedures governing the Post Baccalaureate level programs.
- Thorough knowledge of word processing applications.
- Thorough knowledge of business English and spelling and demonstrated effective business writing.
- Considerable knowledge of marketing and promotional practices including event planning.
- Considerable knowledge of applications as they relate to design, editing and printing of promotion materials.
- Considerable knowledge of the Coordinator's Manual and University policy and procedure governing faculty workload, admissions, registration and financial services.
- Considerable knowledge of program content and flow.
- Considerable knowledge of office practices and equipment, bookkeeping and arithmetic.
- Considerable knowledge of spreadsheet and CRM applications.
- Considerable knowledge of social media and web posting applications.
- Working knowledge of the CFA Collective Agreement articles.
- Working knowledge of database applications.

- Ability to establish and maintain effective and professional working relationships with a diverse group of other employees, students, community business groups and the public.
- Ability to engage with external stakeholders and build mutually beneficial student employment opportunities.
- Ability to maintain confidentiality and to exercise tact, diplomacy and sensitivity when dealing with students, employers, other employees, business groups and the public.
- Ability to exercise professional and appropriate judgment and discretion.
- Ability to multitask, apply organization skills to meet deadlines and assemble information from a variety of sources.
- Ability to act with independence of judgement and a minimum of supervision.
- Ability to understand and follow complex oral and written instructions, and communicate information effectively, both orally and in writing.
- Ability to adapt to changing situations.
- Ability to maintain attention to detail with constant interruption.
- Ability to establish and maintain administrative procedures.
- Skill in typing and/or keyboarding at 50 wpm.

REQUIRED TRAINING AND EXPERIENCE

- Completion of two years (approximately 60 credits) of post-secondary business education comparable to the Diploma in Business Administration program offered at Capilano University. Should have completed courses in marketing or communications.
- Three years of directly related marketing, promotional and administrative experience working within a business environment, not for profit or academic institution with significant student contact including working with international students. Experience must include event planning/management and direct experience working with external stakeholders and a proven record of success building relationships with Industry Clients.

REQUIRED CERTIFICATES, LICENCES AND REGISTRATIONS

- None