



Class No.:	
Original Date:	April 2021
Revision Date:	
Pay Grade	24

CLASS SPECIFICATION

Employer engagement and outreach liaison

NATURE AND SCOPE OF WORK

The primary aims of this position will be to develop and maintain a thriving relationship with industry partners and to place students for work integrated learning (WIL) positions in line with program objectives. Significant evening and weekend work, as well as the ability to incorporate a varied workday (i.e., attend a variety of evening and weekend events year round) at varied locations is required, as is the ability to travel when necessary. An incumbent receives direction from a Dean and Divisional Chair, instructions from several Coordinators or Convenors, and reports to the Dean.

ILLUSTRATIVE EXAMPLES OF DUTIES

The specific functions of this position fall under five categories:

1. Communication and Relationship Management:

- Develop, maintain, and expand a database of Capilano employers wishing to engage in and WIL placements for students.
- Nurture relationships with employers for objective and productive long-term partnerships to offer WIL placements for students.
- Liaise with WIL instructors and learners.
- Create periodical email updates, reminders, and notifications for learners as well as instructors to ensure all important deadlines are met.
- Liaise with employers to ensure that all relevant student document is completed in timely manner.
- Liaise Registrar's Office to support cross terms courses are required.
- Maintain close contact with Capilano University Alumni Association, Career Development Centre (CDC) and Marketing & Digital Experience.

- Attend industry events with objectives of promoting partnership opportunities. Maintain high visibility with local chambers of commerce / board of trades in the region.
- Attend relevant industry and professional association events.
- Create and maintain the speaker's bureau.
- Supports the dean in finding candidates for the Program Advisory Board (PAC)

2. Quality Assurance, Documentation and Risk Mitigation:

- Working under advice of the Curriculum Coordinator, assist WIL instructors in ensuring that all WIL placements include tasks and duties that help learners meet the learning objectives of the WIL placement.
- Assist Vice Chair, Academic in reaching soft agreements / MoUs with employers to periodically offer specific numbers of WIL placements with pre-approved job descriptions.
- Maintain database of pre-approved job descriptions, classified under ESDC's NOC matrix, and indexed for convenient referencing.
- Work with each individual learner to ensure that they have their work authorization for WIL (i.e., co-op work permit) and other legal documentation in order well in time for WIL term. Manage WIL microsites on eLearn with latest events, resources, FAQs, WIL Handbooks, legal documentation guides and requisite forms etc. Update the FAQs and WIL Handbooks on rolling basis.
- Coordinate with CDC.
- Liaise with the Reg Office regarding student co-curricular records.
- Prepare and present periodic reports on effectiveness of WIL through core curriculum as well as WIL placements. With guidance from Vice Chair, Academic, ensure the report(s) quality is appropriate for different types of audience: instructors, academic unit, accreditation bodies, University executive and external audiences such as employers and the general public.

3. Event management:

- Organize planning workshops for students in cohort programs with mandatory WIL requirements. The frequency of workshops will vary but typically, there will be multiple workshops in each major term.
- Organize an annual event once a year to showcase WIL work and gather testimonials of WIL employers. Use the open house to find new leads, develop new employer relationships and strengthen alumni network.

4. WIL Opportunities Support:

- Ensure all students of cohort programs with required WIL placements are placed in time for WIL term.
- Liaise with CDC and Vice Chair Academic on Mitacs opportunities and encourage student participation. Ensure site visits are undertaken as required for WIL placements.
- Coordinate the dissemination of applications and supporting information (resumes, cover letters, eportfolios, etc.) to employers for WIL opportunities.
- Create a standardized profile summary to support students to create and maintain learner profiles books (electronic and/or print) to engage with employers.

- Coordinate student support to ensure students are appropriately prepared for WIL placement. Provide learner profiles with pre-approved placements on individual merit of each case.
- Coordinate placements for pre-approved positions based on industry driven timelines, competencies and qualifications.
- Market the WIL learners to new employers.
- Liaise with outside organizations regarding opportunities for faculty and students.

5. Core Curriculum WIL Support:

- Help instructors and learners connect with the industry partners to find projects which may be relevant to WIL opportunities.
- Assist instructors in collecting documentation and feedback on projects with industry partners.
- Assist in gathering industry feedback on curriculum, graduate preparedness and other elements of consultation as requested by Vice Chair, Academic.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Detailed understanding of the business education programs and WIL education environment in Metro Vancouver.
- Excellent business development skills and professional relationship manners.
- Understanding of student rights and employer responsibilities under BC employment standards.
- Excellent interpersonal, organizational, and administrative skills.
- Excellent communication skills (oral, written, and presentation).
- Excellent analytical and problem solving skills.
- Ability to interact with corporate recruiters and facilitate their successful recruitment of students.
- Ability to lead and/or participate on multiple team projects and events.
- Ability to develop metrics and evaluation systems, and evaluate the effectiveness of programs and services.
- Proficient in use of standard business software applications (e.g., Word, Excel, and PowerPoint).
- Experience working with diverse groups.
- Knowledge of Equity, Diversity, and Inclusion principles in relationship to recruitment, HR, and WIL.
- Good knowledge of career services trends and corporate recruiting practices.
- Good knowledge of business functional areas or industries (i.e., finance, banking, investment banking, asset management, insurance, etc.).

REQUIRED TRAINING AND EXPERIENCE

- Undergraduate degree in Business Administration
- Three years of relevant experience including experience in client relations; employer services; career services; corporate recruiting; marketing; and / or event management

- Experience working with students in a post-secondary environment will be seen as an asset.