

York University

Job Posting — Confidential, Professional & Managerial Employees (CPM)

Job Title: Program Manager	Salary Grade: F
Faculty / Dept.: School of Continuing Studies	Job Code: 956544

Job Overview

Launched in January 2015, the new School of Continuing Studies is one of the largest and most innovative schools of its kind in the country. The School is rapidly expanding, through the introduction of new market-driven continuing professional education programs.

The Program Manager is a key role in the management of continuing professional education programs. Reporting to the Director, Continuing Professional Education with a dotted line reporting relationship to the Deputy Provost Markham, the Program Manager at York University's Markham Campus is responsible for managing the strategic delivery-and continuous improvement of resale academic programs. This role ensures that all aspects of program management align with the University's strategic plan and uphold the highest standards of academic excellence and student satisfaction.

Key to the success of the Program Manager is maintaining high margin programs with high enrolments. Achievement of financial and enrolment targets is key to job performance and to the successful performance of the School. Program Managers have dynamic and varied portfolios consisting of an expanding range of program types, including but not limited to certificate programs. The role will develop relationships on behalf of the unit with external bodies, professional associations, industry representatives, and vendors. The role will be responsible for hiring and managing instructors, working with marketing staff, ensuring quality control, provide program-specific management to cross-functional team members, and develops and manage program budgets and enrolment forecasts.

Key Responsibilities

- Develops and manages business plans for a portfolio of programs, ensuring alignment with organizational objectives. Monitors program performance and student enrollments, allocate resources appropriately, and optimize overall program effectiveness and success. Conducts analysis, set fees, and establish enrollment and financial forecasts to meet or exceed annual targets. Contributes to content for RFPs and contract proposals, provide input into strategic, business, and enrollment plans, and work collaboratively with the key roles related to the to the adult learning solutions required at the Markham Campus.
- Provides cross-functional management to ensure seamless coordination of program delivery, including marketing, recruitment, IT, finance, registration, classroom experience, course completion, communication, and ongoing alumni interactions. Upholds high levels of customer service to ensure an excellent

student experience. Builds strong collaboration networks with partners, including other York University faculties, external education institutions, businesses, and professional associations. Uses informal influencing skills to secure cooperation.

- Leads the launch and ongoing operations of new programs to ensure objectives are met. Updates the Director and Vice Provost on program needs and make recommendations on administrative improvements. Attends and participate in relevant meetings. Approves program schedules, respond to market demand, select delivery formats, and address instructor concerns. Fosters consistency and collaboration among instructors for the same cohort and administer placement and proficiency tests.
- Recruits industry experts and faculty as part-time instructors, ensuring experience and credentials align with industry requirements. Ensures new instructors are onboarded and oriented to fulfill contractual obligations, contribute to an outstanding student experience, and adhere to School policies and procedures. Supervises, coaches, and evaluates the performance of all part-time instructors, managing performance and termination when necessary.
- Ensures effective delivery of student onboarding, orientation, and other sessions, as well as student graduations for assigned programs. Analyzes and assess student applications and transcripts for program admission and graduation eligibility. Supports instructors in discussing, identifying, and responding to specific student challenges, such as misplacement or behavioral issues. Monitors student attendance and reviews related procedures. Resolves academic integrity issues and identify appropriate actions based on policy.
- Guides the student inquiries and complaint process to facilitate issue resolution and implement feedback. Responds to escalated student and instructor needs, including academic dishonesty, grade challenges, and program dissatisfaction.
- Implements program improvement recommendations based on instructor surveys, student feedback, and best practices from industry. Conducts key program-specific market research and competitor analyses and performs environmental scans to assess market and educational trends, potential niches, and competitor best practices.
- Leads regular reviews of existing programs and recommend updates based on industry needs and market relevance. Communicates with professional associations, industry partners, employers, vendors, and subject matter experts to collect feedback. Conducts course and program evaluations, provide feedback to instructors, and incorporate feedback into course and program redevelopment. Dissolves programs that are no longer financially viable, creating transition plans to manage impacts on students and instructors.
- Recruits and manage relationships with vendors for assigned programs. Work collaboratively with vendors to ensure program quality measures are met. Acts as a first point of contact to corporate clients providing on-site services. Maintains a master list of program instructors, including approved courses and prioritization for future course section employment offers. Uses the master list to schedule instructors and issue employment contracts.
- Provides input to the marketing team for the creation of marketing plans. Acts as a program ambassador at marketing events and build industry-specific

relationships for program promotion. Works with the marketing team to draft content for the website and publications.

Required Qualifications

Education, Training & Credentials

- Bachelor's degree in relevant discipline, such as adult education or business.

Experience

- 5 years of related experience.
- 3 years of management experience, including budget planning and human resources experience.
- Experience with e-learning development, instructional technology, and adult education, training & development.
- Experience with project management, business development, business administration, market research, and marketing.

Knowledge

- Knowledge of business management and responsibility for budgets including revenue and costs. Basic understanding of contract management.
- Familiarity with the university environment and administration of academic programs. Excellent analytical and decision-making skills are important.
- Advanced skill in computer software including the ability to use custom databases and systems.

Skills

- Effective communication skills.
- Effective marketing skills with an ability to conduct market research.
- Effective leadership and people management skills.
- Effective vendor management skills and negotiation skills.
- Effective facilitator across a range of topics and themes including conflict resolution, requirements elicitation, and decision making.
- Effective project management and project delivery skills.
- Effective interpersonal skills, including listening and probing skills.
- Valid drivers license with access to a vehicle for work.

Summary of Work Environment

- Normal office work environment.
- Valid Drivers' license and access to a vehicle is required.

- Required to work out of both Keele and Markham campuses as required.
- Regular travel to meetings within the GTA
- Occasional travel in Canada and USA for conferences and professional meetings.