#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Manager, Work-Integrated Learning

**Job Number:** X-471 | VIP: 1981

**Band:** EXEMPT-7

**Department:** Co-op, Careers & Experiential Learning

**Supervisor Title:** Director, Careerspace

**Last Reviewed:**  April 19, 2024

#### **Job Purpose:**

The Manager, Work-Integrated Learning provides leadership and strategic management of the University’s co-operative education work-integrated learning (WIL) programs, and is responsible for policy development, budget management, staff supervision, and managing key relationships with internal and external stakeholders in the Co-op, Careers & Experiential Learning department. This individual will act as a university representative to the community at large through the development and maintenance of relationships with government officials, community organizations, industry partners, and external agencies on a local, national, and international level.

This position will lead the Co-operative Education and Work-Integrated Learning (CEWIL) Canada accreditation process of co-operative education programs at Trent University and oversee the work-integrated learning programs to maintain accreditation.

The Manager, Work-Integrated Learning plays a leadership role in the University’s efforts to increase student engagement in work-integrated learning experiences that connect theory to practice and is critical to the launch and growth of new and existing co-operative education programs. High quality WIL opportunities strengthen undergraduate and graduate education, address employer needs, deepen community relationships, and enhance the University’s reputation.

Reporting to the Director, Careerspace, this individual contributes to establishing the strategic direction and leadership for the Co-op, Careers & Experiential Learning department, and developing highly productive staff, systems, and processes.

#### Key Activities:

##### External Relations & Relationship Management

* Lead relationship development and management with key industry and community leaders, local and regional organizations, Chamber of Commerce, Boards of Trade, and post-secondary partners pitching Trent’s work-integrated learning programs and strategic ways to partner with the institution.
* Develop strategies to build and maintain positive and mutually beneficial relationships with community leaders, elected officials, organizations, and agencies locally, nationally, and internationally.
* Raise awareness of Trent University as a prominent post-secondary educational institution and key player in the WIL landscape.
* Represent Trent University at community, municipal, regional, provincial, and national conferences and events related to WIL and co-operative education.
* Maintain knowledge around eligibility criteria and application information for federal wage subsidies and provincial tax credits for eligible WIL employers and share with community partners as needed.
* Identify emerging issues, announcements, and grant opportunities; recommend or implement appropriate action.
* Participate in university committees, special projects or represent Trent at external events as required.
* Attend community initiatives and networking events often, including early morning, late night, and weekend engagements.

##### Work-Integrated Learning Expansion

* Lead the design, delivery, and management of services provided to co-operative education students including job development initiatives to prospective employers and liaising with academic departments and student service units regarding co-operative education and work-integrated learning.
* Oversee the development and growth of innovative and new co-operative education programs and services to grow institutional enrollment, impact students’ decisions to choose Trent, improve student retention and enhance academic and career decisions.
* Analyze labour market information, determine strategies to take advantage of emerging occupational trends, and integrate into planning for new WIL programs.
* Analyze employer and university needs related to co-operative education WIL and develop creative solutions that match those needs.
* Implement internal structures to ensure maximum efficiency and actively develop a culture of collaboration, learning, and continuous improvement.
* Build upon existing relationships within the institution with various departments to begin to explore options for future co-operative education WIL opportunities.

##### CEWIL Accreditation & WIL Tracking

* Act as the primary contact for CEWIL Canada and lead the co-operative education accreditation process for all co-operative education programs at Trent University by designing programs that meet accreditation criteria and standards resulting in co-operative education programs that are competitive and widely recognized in Canada.
* Connect with members of the Accreditation Council and the CEWIL Board Chair to review accreditation requirements and to ensure each application is comprehensive and adheres to CEWIL’s standards and guidelines. Write the accreditation application which involves compiling institutional information about all co-operative education programs, developing an internal organizational chart, providing data on the ratio of students per Co-op Coordinator, showcasing evidence of strategic priority of co-op within the institution, and demonstrating integration between each co-op program and each academic unit. The extensive application must demonstrate institutional commitment and be supported by the highest academic bodies within the institution in order to receive accreditation status, allowing Trent to be competitive in the WIL and post-secondary landscape and be recognized nationally as a key player in co-operative education.
* Create and attach appendices to each application that describe the co-op information management system, advisory committee involvement, marketing and recruitment models, and co-op progression and graduation requirements.
* Monitor and evaluate each co-op program’s delivery and structure (alternating or internship), co-op work term experiences and required documentation, co-op curriculum, co-op materials, faculty involvement in assessment criteria, and required structural components (work term schedule, work term seasonality, work term length) when drafting applications for accreditation.
* Maintain accreditation for all co-operative education programs once granted and apply for programs to be re-accredited when needed.
* Create new language in key materials including the Academic Calendar, Co-op Student Handbook, employer materials, and Trent promotional material to ensure all components of CEWIL’s accreditation criteria for co-operative education are included and promoted.Contribute to CEWIL’s community of practice by sharing innovative ways that the institution is making a commitment to co-operative education through special events, large scale campaigns, and statistical compilations.
* Monitor business practices to ensure that co-operative education WIL programs have the appropriate practices and processes to work effectively internally and represent Trent University externally.
* Track key metrics and engage in regular reporting of student and employer WIL participation.

##### Strategic Planning, Review & Evaluation

* Develop short- and long-term plans to promote co-operative education and WIL opportunities within the University and externally to business, industry, and government.
* Maintain excellent working relationships and collaborate with other units to align initiatives in support of University’s strategic mandates.
* Develop and lead the implementation and evaluation of the overall vision, strategy and operational plans for the co-operative education division that supports the university’s strategic and academic plans.
* Work with Trent University Advancement to identify notable donors and contacts and strategize WIL opportunities.
* Identify systemic issues for consideration and improvement, and opportunities for strategic change.
* Lead a quality review and evaluation process of co-operative WIL programming.
* Identify quality standards for WIL, develop processes for co-operative education staff, and advocate for WIL across the University.
* Liaise with on-campus departments that support WIL programs including Trent International, Equity & Human Rights Office, Student Affairs, Academic Advising, Academic Skills, First Peoples House of Learning, College Offices, and Housing for consideration in future strategic planning of WIL at the University.
* Lead conversations with functional units throughout the institution (Office of the Registrar, Information Technology, Institutional Research) to ensure streamlined integration of records, tools, and systems that impact co-operative education.
* Develop synergies between WIL activities throughout the University, integrate activities where appropriate, and streamline supporting workflows.
* Ensure that effective communication takes place between the Co-op, Careers, and Experiential Learning team and other campus offices such as the Office of the Deans – Arts & Science, External Relations & Development, Registrar’s Office, Recruitment & Admissions, Marketing & Communications, Trent International, Student Affairs, Colleges, Financial Aid, and Student Accounts.
* Prepare and coordinate progress reports and track departmental KPIs and statistics as requested.
* Review, establish and monitor operational processes in the Co-op, Careers & Experiential Learning office.
* Collaborate with Director in annual strategic planning sessions to establish long- and short-term goals for the department. Lead and delegate projects arising out of strategic planning.

##### Program Development & Oversight

* Develop and maintain knowledge of professional standards, best practices, and student trends related to co-operative education and WIL.
* Ensure the appropriate collection, analysis, and reporting of WIL data necessary for strategic planning and decision making to support long-term goals.
* Ensure collaboration and alignment of teams, work, and processes across a variety of faculties and departments as it pertains to co-operative education.
* Manage and oversee the Co-op module on the Student Experience Portal, the platform that students and employers use for the duration of work terms. Ensure maximum utilization of the software and effective system implementation.
* Oversee the creation of prospective student surveys, event reports and KPIs for co-operative education WIL programming.
* Oversee marketing strategy to increase the number of work term opportunities.
* Oversee the Transfer-In to Co-op process in coordination with Admissions.
* Oversee the planning and coordination of the annual Welcome to Co-op Event, co-op information sessions, webinars, networking opportunities, and events.
* Oversee the creation and review of the co-op student handbook, co-op student and employer program information sheets, co-op website, and other materials.
* Oversee the development of workshops, promotional material, forms, presentations, and displays.

##### Policy Development

* Research and track industry and market trends as they relate to Trent’s reputation and success in WIL to inform new policy development.
* Develop new co-operative education policies and processes by consulting the Deans, WIL staff, faculty, employers, and students.
* Monitor trends and best practices within post-secondary institutions’ WIL programs provincially, nationally, and internationally and develop policies that are competitive, strategic, and student-centered.
* Build policies that outline partnership requirements, student/employer responsibilities, and the impacts of not meeting co-op progression requirements.
* Refine and evaluate co-operative education processes and policies over time.

##### Budget Management & Finances

* Manage the co-operative education budget and play an active role in the department’s annual budget process.
* Monitor and process staff expenditures and professional development expenses.
* Work with Student Accounts to set the co-op fee schedule and monitor student payments in departmental accounts.
* Oversee the bursary Co-op Assistance Program, issued each academic term to provide support to co-op students in financial need by monitoring applications, eligibility requirements, Financial Aid review, and recipient notification.

##### Co-op Courses

* Oversee the development, review, and coordination of the foundational career development co-operative education courses.
* Review and research best practices in providing co-op students with the knowledge and understanding of the program to ensure they are prepared for the co-op process and the self-reflection required to be successful.
* Monitor staff to advise students that are unsuccessful in the co-op course on the appropriate next steps to transfer into a different program.

##### Leadership & Staff Management

* Responsible for hiring, training, and onboarding new staff.
* Provide guidance, day-to-day supervision, and oversight to staff on all matters related to the successful operation of the co-operative education WIL programs.
* Foster professional development and team-building opportunities and manage performance through both formal (performance appraisals) and informal methods (regular feedback, coaching).
* Provide direction to staff to support the career development for all co-operative education students of the University.
* Lead weekly team meetings and individual check-ins with co-op staff to provide support, answer questions, and provide an opportunity to debrief.
* Gather work term data from co-op staff at the institution and report the data to CEWIL each semester.
* Provide regular co-op updates on behalf of the team to the Director.
* Create leadership opportunities for staff ensuring that each member of the team has core projects and areas of responsibility in addition to general duties.
* Demonstrate and develop within the team appropriate networking and relationship strategies for connecting with key audiences.
* Act on behalf of the Director and provide support and leadership to other staff in Co-op, Careers & Experiential Learning as needed.

##### Faculty Engagement

* Maintain strong working relationships with Deans, Department Chairs, and Program Coordinators in relation to co-operative education WIL programs.
* Work with Department Chairs and Program Coordinators to define their role in WIL and develop best practices and processes to support students.
* Engage Deans, Department Chairs, and Program Coordinators through meetings, ongoing communication, materials, and resources relating to co-operative education, to ensure positive working relationships.
* Support faculty in new program development related to co-operative education to ensure the appropriate WIL model is implemented.
* Monitor the consulting of faculty in the creation and maintenance of the academic Co-op Course Maps created for co-op students with Academic Advising.

##### Work Term Oversight

* Oversee the preparation of students for work terms and give guidance on career development topics such as resume and cover letter writing, job search strategies, interview preparation, career exploration, report writing, workplace communication, and workplace professionalism.
* Ensure the quality of work term opportunities and oversee the development of new opportunities, utilizing the Co-op module on the Student Experience Portal.
* Oversee the review and evaluation of work term requirements including learning objectives, student and employer midterm evaluations, student and employer final evaluations, and final work term reports.
* Direct the Co-operative Education team to address work term challenges.
* Oversee the mediation and guidance to students and employers to resolve performance issues and interpersonal conflicts. Monitor the investigation of terminations and guidance to students about the appeal process when their performance has been deemed unsatisfactory.
* Oversee employer and student engagement activities to ensure the development of successful long-term partnerships.

##### Additional Responsibilities

* Represent Careerspace at various institutional events including, but not limited to, Open House, Ontario University Fair, Orientation, general awareness events.
* Participate in Careerspace led events including, but not limited to, Grad Expo, Volunteer Expo, Career Expo, etc.
* Assist with the development of Careerspace materials.
* Participate in the planning, development, and execution of the Careerspace strategic plan.
* Assist with other Careerspace initiatives including Life After Trent, TCRC, TWSP.

#### Education Required:

* Master’s Degree required.
* Post Graduate Certificate in Career Development Practitioner an asset.
* Certified Career Development Practitioner (CCDP) designation required.
* Certified Career Strategist (CCS) designation required.

#### Experience/Qualifications Required:

* A minimum of seven (7) years’ full-time experience working in career development and work-integrated learning in post-secondary institutions and/or community employment organizations
* Strong leadership skills. Takes initiative, is resourceful and creative.
* Demonstrated understanding of university structures and decision-making.
* Knowledge of current key issues and developments within the WIL landscape.
* Ability to interact comfortably with a wide range of stakeholders. Understand and enable diverse viewpoints and approaches to achieve goals.
* Excellent interpersonal, communication, and facilitation skills. Professional, confident, and personable.
* Strong organization and project management skills. Attention to detail.
* Excellent computing skills (Microsoft Office, Orbis, CRM systems, database administration).
* Budgeting experience.
* Ability to multi-task in a fast-paced environment with rapidly changing priorities.
* Understanding principles of external relations, community relations, and WIL.
* Knowledge of career development and WIL theories.
* Strong understanding of the teaching and learning process in post-secondary education as it relates to WIL.
* Highly skilled in the development of WIL programming in post-secondary.
* Experience in curriculum development, program and policy development, and program evaluation.
* Discretion, tact, diplomacy, maturity – ability to manage confidential information and display sensitivity during difficult situations.
* Resilience and energy to thrive in a fast-paced environment.
* Demonstrated commitment to, and understanding of, diversity, equity and accessibility issues with respect to post-secondary students.
* A valid Ontario driver’s license with access to own vehicle.
* The availability to work early mornings, evenings, and weekends, when required.

#### Supervision:

* Provide training, guidance and direction, assigning and monitoring work for accuracy and completion and providing input into staffing decisions and performance evaluations for:
	+ Co-op Coordinators (2)
	+ Co-op Coordinator – Science
	+ Co-op Employer Liaison

**Job Evaluation Factors:**

##### Analytical Reasoning

The Manager, Work-Integrated Learning must display an issues management mindset and be able to project how evolving issues will impact the reputation of the department/University. The complexity of the role is tied to the multitude and diversity of work-integrated learning priorities that must be managed simultaneously, with tight deadlines. The output of the work has large consequences and can negatively impact the institutional reputation. Examples:.if the co-operative education programs do not meet CEWIL accreditation criteria that could impact student enrollment and affect the school’s reputation, if developed policies are not inclusive to all the types of WIL and the diversity of students that would impact WIL operations, and if effective processes are not created that support community and employer partnerships, that could negatively impact our relationships and organizations’ desire to partner with Trent. Intense conceptual and strategic thinking is required to plan and implement new WIL programs that do not currently exist, manage large projects, and balance important internal and external relationships with key stakeholders.

The Manager, Work-Integrated Learning meets with senior management and faculty to determine what type of WIL is best to expand their program’s enrollment and how to best implement that form of WIL.

The Manager, Work-Integrated Learning forecasts and manages a large and complex non-staff budget that requires continuous oversight and tracking.

##### Decision Making

The Manager, Work-Integrated Learning interacts frequently with VIPS and their staff, and external stakeholders such as government officials, business leaders, and community partners. In doing so, the Manager directly represents the University. Sound judgement is required to maintain and cultivate relations with myriad of stakeholders in government, other post-secondary institutions, faculty and in the internal/external communities. Decisions are made by the Manager on messaging, commitment of resources, and reacting to difficult issues. In broad consultation with the Director, Careerspace, Deans, Associate Deans, and Department Chairs, the Manager is required to use sound judgement where issues unexpectedly arise.

The Manager, Work-Integrated Learning is required to make decisions with little input from others and limited supervision, while seeking appropriate levels of research and collaboration to ensure successful program and policy development.

The Manager, Work-Integrated Learning is required to troubleshoot and make quick decisions when encountering difficult situations, delays, or issues during work terms, or when supporting staff need assistance.

##### Impact

Decisions made by the Manager, Work-Integrated Learning impact the public reputation of the University. New WIL programs are frequently promoted and publicized in the public domain. The management of key external partnerships with community leaders, government, or other large-scale employers, as well as their hiring of Trent students, for example, has the potential of contributing to their operations in a positive or negative manner, depending on the relationship management and decisions made.

The scale and organization of WIL programs impacts student safety, university reputation, community relationships, and future philanthropic support.

The Manager, Work-Integrated Learning provides key information to Deans, Associate Deans, Department Chairs, and senior management that is used to create new WIL programs and select the appropriate form of WIL for the program, which involves extensive labour market research and consultation of industry trends. The Manager, also deals with inquiries or external prospects that can be complex or serious in nature. Poorly managed work terms and employer relationships can lead to dissatisfaction among prospects and their influencers and result in negative feedback, impact on Trent’s reputation, and a decline in student enrollment.

##### Responsibility for the Work of Others

Direct Supervision:

Direct responsibility, including the supervision, hiring, training and evaluation for:

* Co-op Coordinator (2)
* Co-op Coordinator – Science
* Co-op Employer Liaison

Indirect Supervision:

Indirect responsibility, including overseeing the hiring, training, and evaluation for:

* Career Counsellor
* Career Resource Advisor
* Student Experience Coordinator (2)
* TCRC Project Coordinator (3)
* TCRC Operations Coordinator
* All Student Staff

##### Communication

Communication involves formal presentations, individual meetings, and public speaking at events, explaining the multitude and diversity of WIL opportunities to listeners that may be unfamiliar with WIL as a whole.

Internal:

* Dean of Humanities and Social Sciences
* Dean of Science
* Dean and Head, Trent University Durham
* Associate Dean of Humanities and Social Sciences
* Associate Dean of Science
* Department Chairs and Program Coordinators
* College Principals
* External Relations & Development
* Recruitment & Admissions
* Staff
* Students
* Alumni

External:

* Co-operative Education and Work-Integrated Learning (CEWIL) Canada
* Elected/appointed government officials (federal, provincial, municipal)
* Community leaders
* Media
* Business leaders
* Public sector
* Post-secondary partners
* Economic Development agencies, Chambers of Commerce, and Boards of Trade
* School boards
* Volunteers
* Consultants

##### Motor/ Sensory Skills

* Keyboarding - Working at workstation throughout day, responding to telephone calls, large volume of e-mails
* Verbal - Engaged in extensive verbal communication on phone and in person
* Active listening- High level of listening, comprehension, and two-way communication skills. Ability to articulate messages clearly, both verbally and in writing

##### Effort

Mental:

* Multi-tasking - Requirement to advance assignments and meet multiple critical deadlines in a fast paced, changing environment
* Diplomacy - Required in meetings, interactions with all internal/external audiences including media
* Concentration - Required in the face of constant interruptions, requests, and emerging issues. Necessary to ensure accuracy of written materials, accurate budget recording and attainment of work goals.
* Ability to self-regulate under stressful and demanding circumstances.

Physical:

* Duration of workday - Work schedule may require extended hours
* Mobility - Tasks/events require travel and after-hours meetings
* Visual attention and mental concentration.
* Ability to respond to deadlines and work under pressure.

##### Working Conditions

Physical:

* Fatigue – frequent interruptions, continuous re-prioritization of work.
* Lifting - Physical capacity to organize for special events/announcements

Psychological:

* Multiple competing demands - Nature of the work results in unavoidable busy periods.
* Confidentiality - Working with sensitive academic/student/employer/partnership situations.
* Stress - Position is part of a department that manages a consistent high volume of work and concurrent projects