

**Job Title:** Associate Director, External Relations (ADER)  
**Area(s):** Mission Planning, Coordination, implementation and Evaluation; Market Support; Research; Institutional and District Relations; Special Projects.  
**Position Reports To:** Director, Communications and Programs  
**Term:** Full-Time Continuing

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### POSITION SUMMARY

Associate Director, External Relations (ADER) reports to the Director, Communications and Programs with considerable liaison with the Executive Director and the Director, Operations and Programs. This position requires experience, initiative, commitment, excellent judgement, tact and diplomacy as well as a high level of quality and accuracy of work to oversee activities from conception to completion.

BCCIE occupies an essential leadership and protocol position in International Education on behalf of the Province to conceive, plan, coordinate, implement and evaluate external relations activities, including senior, executive and governmental activities including protocol functions and both outgoing and incoming missions and delegations in support of BC's International Education Strategy. Mission participants may include but are not limited to senior leadership from across BC's diverse education sector, colleagues from provincial and federal ministries and elected officials. The ADER is also responsible for coordinating mid and senior level incoming missions for BCCIE or on behalf of government as required.

BCCIE plans and leads a number of market support initiatives, including but not limited to Team BC Missions, signature events, incoming delegations and familiarization tours. Our missions support partnership development, expand BC's networks and position BC as a preferred destination for international students, and all are informed by BC's International Education Strategy. Missions often involve many stakeholders, complex schedules, multiple events and sites of activity, and are planned and implemented in concert with provincial, federal and international colleagues.

BCCIE's external relations are integral and high profile pillars of our work in support of International Education in the province, and they demand a sustained, nuanced, diplomatic, coordinated and comprehensive approach to support the sector's continued success within a complex and evolving landscape of market changes and emerging policy.

The ADER is responsible for supporting the oversight, management and implementation of a broad range of activities locally, nationally and internationally, including:

- Government and Team BC missions including resources, logistics, planning, collateral, communication, implementation, report writing and follow up
- Incoming delegations
- Market Support activities, e.g. Team BC Missions
- Mission report writing for submission to BCCIE and designated government ministries

- Functioning as a key point of contact with BC's Trade and Investment Offices and the key liaison for BCCIE's work with Education Marketing Managers (EMMs) as required and directed
- Functioning as a key point of contact with federal Trade Commissioners as required
- Development of BCCIE's Country/Region Action Plans
- Budget planning and tracking for all missions and market support activities
- Support for the Executive Director and Directors in other market support activities including coordination at signature events, conferences and familiarization tours

### **RESPONSIBILITIES**

With self-guided initiative and direction from the Director, Communications and Programs, the ADER undertakes the following:

#### **Government Missions**

Responsibility for the overall planning and successful implementation and choreography of outbound educational and governmental missions including communications, logistics of air and ground transportation, travel arrangements including visas, accommodation and meal arrangements, meeting arrangements including translation and interpretation, protocol, collateral and shipping needs, institutional and governmental liaison, pre-departure briefing, report writing with recommendations, and budget reconciliation.

Similarly, overall responsibility for the planning and reception of incoming delegations.

#### **Market Support**

Responsibility for the overall planning and successful implementation and choreography of outbound Team BC recruitment and marketing educational missions including communications, logistics of air and ground transportation, travel arrangements including visas, accommodation and meal arrangements, meeting arrangements including translation and interpretation, protocol, branding, collateral and shipping needs, institutional and governmental liaison, pre-departure briefing, report writing with recommendations, and budget reconciliation.

#### **Incoming Delegations and Familiarization Tours**

Responsibility for the organization and coordination of approved incoming delegations and familiarization tours. Including research, preparation and communication of final itineraries/schedules, pre-departure briefing materials and follow-up reports, liaison with stakeholders and delegates to confirm and manage expectations and oversight of all communications and logistics.

#### **Research**

Responsibility for working with the Communications team at BCCIE to coordinate the research and intelligence gathering for market research reports, presentations and online publications. This position will also have responsibility for coordination of the Research Working Group (RWG) and other data driven projects at BCCIE.

#### **Institutional and District Relations**

Responsibility for establishing and maintaining a network of contacts within the broad community of education stakeholders in BC and internationally.

### **Contract Management**

Oversight for contracts generated for consultants and external providers and for the evaluation of outputs from these contract relationships pertaining to the broad portfolio of the ADER.

### **SUPERVISION RECEIVED AND GIVEN**

- Reports to the Director, Communications and Programs
- Works independently within established strategic priorities
- Exercises initiative, diplomacy, tact, resourcefulness and sound judgement when representing BCCIE to students, stakeholders, institutions, government officials, the Board, community and business organizations, and other internal and external partners
- Position is subject to annual performance reviews
- The position has one direct report

### **UNUSUAL WORKING CONDITIONS**

A high level of initiative and self-directed action is required to maintain the profile and integrity of the organization as the representative of and portal to international services and activities of the International Education sector in British Columbia.

The incumbent will often be the sole representative of the Province, the BC education system, or BCCIE, and as such must pay particular attention to personal appearance and manner. The ability to work under pressure of deadlines, to demonstrate flexibility in scheduling tasks and to make fast and appropriate decisions is essential. The incumbent will be required to exercise good management and personal skills as well as nuanced diplomatic skills in coordinating activities and in liaising with staff, membership and senior institutional personnel, government and international guests or clients.

The position requires special appreciation for nuanced political and diplomatic protocol, sensitivity to cultural differences and the experience and presence to represent the sector and organization at senior levels in British Columbia, in Canada and abroad. Further, it demands the ability to work effectively in an environment where powers of persuasion and the ability to nurture a sense of common purpose and cooperation are key to achieving success.

The incumbent should anticipate domestic and international travel and should be prepared to deal with the vagaries of such travel and the different business styles of international clients; this requires the ability to adjust to other cultural and linguistic settings and the capacity to accommodate the unusual and the unexpected. The incumbent must be familiar with travel and working conditions in developing countries and elsewhere, and must be able to adjust to often unusual and unexpected circumstances that arise in foreign cultural and linguistic settings.

### **ENTRANCE QUALIFICATIONS**

- Established professional credibility as evidenced by an Honour's Bachelor's or Master's degree in a relevant field, and/or a combination of formal and informal education

- Committed experience with recognized professional organizations serving the applicant's area of expertise or serving International Education professionals (such as APAIE, NAFSA, CAPSI, CBIE, Languages Canada, CHEC, EAIE, IPSEA, etc.)
- Minimum five years experience in mid- to senior-level administrative positions, ideally in a major district or institution, government, a crown corporation or non-profit environment
- Awareness of and experience in the field of International Education, preferably in British Columbia
- Excellent command of English and desired fluency in one other major world language
- Exceptionally high ability for multi-tasking, independent work, identifying and prioritizing tasks, delegating responsibilities, working in a fast-paced team environment
- Exceptional tact and diplomacy
- Excellent interpersonal, communication (public speaking, oral and written), problem-solving, conflict resolution, organizational and analytical reasoning
- Excellent team-building, leadership, and supervisory skills
- Proven strategic planning, analytic, and communication planning abilities
- Experience supervising the development of both traditional and electronic collateral used in recruitment and international marketing purposes
- Experience working with agents, consultants, and third-party providers
- Ability to travel internationally for extended periods of time where tact, diplomacy, and cross-cultural communication will be paramount.

Deadline for applications is **Friday, May 1**. Please send your application to [bccie@bccie.bc.ca](mailto:bccie@bccie.bc.ca) and include a cover letter and CV by this date.