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Position # :(PSA)..(E)
Developed by:SR
Reviewed by: ..LK; DLJ
Approved by:LK
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UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Assistant Director, Professional and Executive Business Education (PEBE)

DIVISION: Academic Affairs (College of Business)

REPORTS TO: Executive Director, Professional and Executive Business Education (PEBE)

GRADE: 12

SUPERVISES: PEBE Staff, College of Business Staff, Graduate Assistants, Student Workers, Contract and/or Temporary Workers

BASIC FUNCTION:

Manage the development, delivery, evaluation, and continuous improvement of graduate, professional, and executive academic programs in the URI College of Business, including for-credit and non-credit offerings. Responsible for an assigned portfolio of programs and performs a comprehensive range of functions to ensure PEBE program success, including but not limited to recruitment and outreach, admission and enrollment, academic advising, career counseling, operations, and event management. Serve as a key member of the PEBE team and help set and execute graduate and professional program strategy in the URI College of Business.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Under direction of the Executive Director of PEBE, maintain responsibility for the growth, sustainability, and financial performance of a portfolio of graduate, professional, and executive for-credit and non-credit academic offerings.

Interface with corporate and organizational clients, and conduct outreach and business development, to achieve participant learner goals and financial targets.

Generate prospective student and program participant leads, provide follow-up admission consultation, maintain databases of potential interests, and produce positive intake for PEBE programs in line with College of Business strategy and PEBE expectations and metrics.

Plan, conduct, and attend onsite, offsite, and online recruitment and informational events to generate awareness of, and interest in, College of Business PEBE programs.

Onboard incoming graduate, professional, and executive students and program participants into their various PEBE programs. Develop and execute onsite, offsite, and online orientation and residency events.

Assist with instructor scheduling, course and program scheduling and planning, and operations management to deliver program excellence and high-quality student and participant experience.

Ensure the timely launch of PEBE offerings and conduct project management, after-action evaluations, and continuous improvement to deliver actual performance that meets or exceeds planned, forecasted performance.

Conduct academic advisement for PEBE students and participants to ensure individual and program goals. Perform conflict management and problem resolution and escalation functions, as needed.

Offer effective career counseling and professional development that enhances participant outcomes and measurably contributes to PEBE and College of Business placement and student success goals.

Plan and execute, and attend and participate in, PEBE and College of Business events involving graduate, executive, and professional programs. Events may be offsite, onsite, or online, and during normal business hours or outside of business hours (such as in the evening or on weekends).

Develop print and online marketing materials for graduate, professional, and executive programs. Create marketing, advertising, and recruitment ideas and strategies for PEBE.

Supervise staff as appropriate, including PEBE and College of Business staff, graduate assistants, student workers, and/or contract and temporary workers. Provide coaching and effective leadership to assigned personnel.

Closely communicate with PEBE program participants and clients regarding logistics and program content both pre- and post-program. Manage participant evaluation and recommend future actions.

Partner with PEBE leaders and team members to source information for new program proposals; attend client meetings to provide Program Management insights and build client relationships in the early phases of client relationships; understand the Program Agreement for each program to which assigned; understand faculty compensation agreements for each program in the assigned portfolio; drive renewals of contracts; and drive new business with existing clients.

Oversee and source program materials including faculty curriculum materials, readings, assessment, and supplies; work closely with faculty and instructional personnel to oversee material production and quality control within scheduled deadlines.

Work to set-up virtual course sites and manage the hardware and software requirements required to support the learning experience. Manage all aspects of event planning for programs including coordinating with faculty directors and participating faculty, university facilities and technology staff, and participants.

Maintain and cultivate good working relationships with external vendors.

Manage program evaluation process, collating and evaluating data and feedback for faculty and corporate clients to ensure the program is achieving the highest level of quality and effectiveness. Schedule after action reviews as necessary to review program feedback with relevant faculty, staff, and client contacts.

In conjunction with the PEBE Executive Director and appropriate College of Business and URI staff, manage the expense tracking sheet for each program and work to monitor profit and loss for each program within portfolio. Conduct after action reviews after each program delivery and make adjustments to future iterations in coordination with faculty and senior staff members.

Write faculty commitment letters and perform other administrative, financial, and support duties.

OTHER DUTIES AND RESPONSIBILITIES:

Perform other related duties as required.

LICENSES, TOOLS, AND EQUIPMENT:

Personal computers, printers and word processing, database management and spreadsheet software, event planning programs, project management programs and software, marketing and design software, website administration and social media management, learning management systems.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree; Minimum of three years of full-time, professional work experience in a business-related field; Demonstrated work experience in relevant areas (such as managing higher education programs, business development of academic offerings, academic recruitment and marketing and outreach, admission and enrollment management, program management, human resource management, recruitment, training, and/or organizational development, etc.); Demonstrated knowledge of executive and professional education, online learning, adult learning, and/or corporate training and development issues and trends; Demonstrated experience using learning management systems (LMS); Demonstrated experience managing project details under tight deadlines; Demonstrated high-quality customer and client service skills; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Master's degree; Demonstrated experience managing one or more aspects of academic programs (such as course scheduling, instructor recruitment and assignment, curricular mapping, etc.); Demonstrated experience contributing to academic program awareness, growth, and success; Demonstrated experience working to support executive and professional business education and/or corporate training and development; Demonstrated supervisory experience; and Digital media and marketing experience, including using layout and design media software and programs (such as InDesign and Photoshop).

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.