

## Job Description

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<b>Job Title:</b>	Associate Director, Online Learning
<b>Department:</b>	Centre for Extended Learning
<b>Reports To:</b>	Director, Centre for Extended Learning
<b>Jobs Reporting:</b>	Manager, Course Production, Manager, Learning Design, Online Learning Project Managers, Copyright Specialist
<b>Salary Grade:</b>	USG 15
<b>Effective Date:</b>	February 2018

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### **Primary Purpose**

To direct and support the University's deployment of online learning, including the development and delivery of online courses and programs.

### **Key Accountabilities**

#### **Guides the pedagogical vision and direction of online course development**

- Through the Manager, Learning Design, guides the work and research agenda of Online Learning Consultants to help set overall course design strategies, promoting course designs that advance the teaching mission and goals of the University
- Stays current with educational, technological, and societal trends impacting the delivery of higher education, and formulates positions based on this information for optimal strategies related to online learning for both CEL and University
- Works with Production Manager; Associate Director, Systems; and both internal and University committees (e.g., LEARN Environment Operations group) to help ensure that the technological learning environment supports the desired pedagogical, instructional, and development best practices
- Responsible for ensuring that University online learning and related support and training activities comply with accessibility, copyright, and privacy legislation, CEL and university standards for quality, and University policies
- Responsible for ensuring appropriate legal documents (Course Agreements) are signed between authors and the University

#### **Participates in the planning and contributes to the achievement of University strategic goals related to excellence and leadership in online learning**

- Advises Director on University strategic goals related to online learning and strategies to help achieve those goals
- Directs the intake, prioritization, and resourcing of development projects
- Develops proposals in collaboration with faculty and others that seek external (e.g., government) funding to support University projects related to online learning, and manages those budgets
- Works to inform and develop plans to achieve the online learning goals of Faculties and Departments; provides support in the form of information, advice, and development resources
- Identifies gaps in University offerings and programs to the CEL Director
- Facilitates and coordinates discussion with other support units involved in the delivery of services related to online courses or learners to help improve, expand, or enable service or address deficiencies
- Establishes external connections and relationships to stay informed of provincial, national and international initiatives; participates, represents, and in some cases, leads Waterloo's involvement in external initiatives and collaborative projects
- Allocates resources to the development of non-credit online programming, and helps author proposal and/or create estimates for external contracts bid on by the Professional Development (continuing education) unit of CEL
- Consults on internal non-course projects involving online learning and training

#### **Manages Online Learning group**

## Job Description



- Ultimately accountable for the output of over 40 staff of ongoing and contract employees in the Online Learning group who are responsible for the design and development of courses, including the Course Production group (Instructional Digital Media Developers, Learning Management System/Quality Assurance Specialists, Production Assistants), Online Learning Consultants, Project Manager, and a Copyright Specialist
- Provide support, coaching, and development of the manager and staff reporting to this position
- Actively involved in the recruitment and retention of a team of uniquely-skilled, creative individuals
- Monitors and continually assesses strategies to increase efficiency and productivity of the group
- Helps provide overall unit leadership as part of CEL senior management team

### Required Qualifications

#### **Education**

- Masters level degree in education, educational technology, distance education, or a related field

#### **Experience**

- 4-5 years of relevant, related experience in the management of large teams involved in multimedia design, development, and production
- Experience with high-volume resource management and scheduling, and prioritizing competing demands

#### **Knowledge/Skills/Abilities**

- Comprehensive understanding of instructional design theory and methodologies, and their application in online learning
- Knowledge of the Canadian and international online learning and higher education landscape
- Demonstrated ability to develop and maintain positive relationships with project stakeholders and senior administrators
- In-depth understanding of e-learning tools, including Learning Management Systems (e.g., LEARN), media development tools, collaboration tools, etc., and their application in higher education
- Intermediate skill level in Microsoft Office suite

### Nature and Scope

- **Contacts:** This role will need to build effective communication channels and trust relationships with academic units (including faculty members, chairs and deans), as well as members of other administrative support units.
- **Level of Responsibility:** Overall responsibility for the Online Learning group, with over 40 specialized staff. Provides leadership, performance management, coaching and development of line managers, supervisors, and senior staff. This role will be responsible for helping set goals and direction for the team. This role will advise the Director on policy and strategic direction for unit as well as decisions that impact the University overall.
- **Decision-Making Authority:** Responsible for operational decisions within the Online Learning group. Internal budgeting allocation of resources within the group, which has historically included up to \$1 million in contract staff and \$1.7 million in ongoing staff complement, involved in over \$2 million (estimated) in e-learning development projects annually.
- **Physical and Sensory Demands:** Frequent distractions and competing priorities.
- **Working Environment:** Mostly office, meetings across campus, with some travel.