

Job Description

Position: Director, Membership and Public Relations

Employer: Canadian Bureau for International Education (CBIE)

To apply:

Please apply to the attention of Jennifer Humphries, jhumphries@cbie.ca, no later than **Wednesday, September 15th**.

This is a management position. Salary commensurate with qualifications.

Objective of role:

Under the general supervision of and in cooperation with the Vice-President, the Director, Membership and Public Relations, develops and oversees the implementation of CBIE's membership and public relations; membership services and positioning of CBIE vis-à-vis the membership, clients and general public; and new services and fundraising activity. The Director supervises the membership team, comprising the Research/EDC Scholarships Manager and the Communications Coordinator. He/she works closely with all of CBIE's management team to ensure appropriate communications of CBIE programs and services.

CBIE Membership and Public Relations and Communications involves designing and developing strategies and plans, including the annual communications plan, membership services plan and research plan; and overseeing the membership database, membership resources, and corporate documentation directed to clients, students and other audiences, including web-based and print information. The Director ensures CBIE's use of the *Education Canada Brand* and any other designations that support CBIE, the conference and/or sponsorship programs. The Director plays a key role in CBIE advocacy and policy building. A priority is the **CBIE Annual Conference**, a key membership service and fundraising activity, which involves: developing and implementing strategies and activities for the conference program and logistics. Additional priorities are **CBIE Corporate Marketing**, including conference-related marketing and developing and implementing new programs conducive to corporate and government sponsorship and support, as well as member services offered on a fee-for-service basis.

Responsibilities:

- Develop strategies and plans: annual communications plan, membership services plan, research plan; and oversee and participate in implementation
- Oversee membership and public relations which includes CBIE's website; alternative/social media; member, corporate and client-directed materials – e.g. brochures, annual report, using Education Canada branding; media campaigns in support of CBIE's policy positions and research
- Design, develop and deliver CBIE's Annual Conference including:
 - design an attractive program including key notes, panels and workshops that appeal to the range of international education professionals, nationally and internationally

- develop and implement theme, strategy and activities to ensure a high degree of participation and participant satisfaction
- develop and manage budget to ensure targets are achieved
- convene and manage a conference program advisory committee and local arrangements committee
- design and implement communications/promotion (web-based, print, other)
- Develop and implement strategies and programs for marketing in the following areas:
 - Conference sponsorships and Education Fair
 - Corporate sponsorships – e.g. surveys, excellence awards, scholarships/grants – including private and public sector sponsors (government, educational institutions, businesses, foundations)
 - Web-based advertising
 - New media: podcasting/blogs/twitter, etc.
 - Research and resource preparation

Requirements:

- Exceptional communications, public relations, conference management and marketing skills
- Demonstrated track record as an innovative leader and communicator with members, clients and the public
- Strong oral and written communication skills in English and French
- Excellent Internet skills and familiarity with new media such as podcasting and managing blogs
- Strong analytical ability
- Knowledge of internationalization of education
- Strong interpersonal skills
- Flexibility to travel in support of CBIE's activities

Qualifications :

- Several years of membership relations, client/public relations, conference management, or marketing/advertising/fundraising experience in government, the private sector, non-profits or academe
- Master's degree in a relevant field
- Fluently bilingual (French and English)

Key Competencies:

- 1.1 Innovation
 - 1.2 Communication
 - 1.3 Organization
 - 1.4 Financial management
 - 1.5 Negotiation
 - 1.6 Technology
-