

Job Description

Job Title:	Program Manager
Department:	Research Partnerships
Reports To:	Associate Director, Research Partnerships
Jobs Reporting:	None
Salary Grade:	USG 10
Effective Date:	May 2026

Primary Purpose

We are seeking a visionary and entrepreneurial program manager to provide leadership over a portfolio of research and engagement programs that are integral to the University of Waterloo.

Reporting to Associate Director, Research Partnerships, the incumbent will lead the creation, design, development, delivery, management, and on-going refinement of highly marketable faculty, staff and student opportunities that reflect the University's brand and enhance partnership and engagement strategy. This includes new and existing programming targeted towards mid-career professionals, executives, external partners, and University faculty, staff and students who value innovative, cross-disciplinary opportunities in a rapidly changing world.

Key Accountabilities

New Program Development

- Collaborates with internal and external partners to understand the target audience, goals, revenue targets, etc. for new programs and products to be delivered by the business unit.
- Collaborates with the marketing team to identify new opportunities and ensure they are supported at all phases of the program's lifecycle from new launch to repeatable offers to scale.
- Works with a team of internal and external resources including subject matter experts, facilitators, instructional designers, client service coordinators, market researchers, and quality assurance specialists to lead the development and management of highly engaging and marketable programs
 - Nurtures effective interactions between University faculty / departments / institutes and industry partners to align program development to market needs
 - Ensures quality control, providing program-specific leadership to cross-functional team members
- Forms and manages program advisory committees to ensure programming addresses partner needs
- Develops and manages program budgets and forecasts
- Manages the approval process for new opportunities
- Provides direction to subject matter experts and in the development of individual program opportunities

Industry Engagement Expertise

- Incorporates best practices in client engagement program development and delivery to design offerings to meet 21st century market and business challenges
- Monitors research in relevant industry sectors, to inform/refine evidence-based practices related to program design and delivery
- Utilizes a solid understanding of client engagement principles and trends, including post-COVID realities, to facilitate the development of a broad suite of opportunities
- Applies expertise client engagement to oversee creation of effective learning outcomes, strategies, activities and tasks, and assessment strategies

Program Management and Leadership

- Identifies strategic areas for market growth in the portfolio of engagement programs
- Works with program team to establish project milestones based on the expected delivery date of the program engagement activities and ensures the team meets required deadlines
- Revamps and/or improves engagement programs and courses based on client feedback, industry trends, and learning outcomes assessment tools and techniques. Develops a feedback loop to facilitate the ongoing refinement of program engagement offerings
- Hires and manages co-op students
- Updates appropriate internal and external stakeholders on project progress, proactively informing them of issues or potential delays
- Determines design constraints, resource limitations, deadlines, and faculty/student/program needs which impact the program planning process
- Effectively manages concurrent projects, including ones with completing deadlines and resources
- Demonstrates effective leadership and coaching of co-op students hired to support the creation and implementation of program content

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- A Masters degree or an equivalent combination of education and experience.
- A Certificate, Diploma, or other certification/qualification in adult education, online learning, instructional design, program management, or project management is an asset.

Experience

- 5+ years of experience in a program management role in corporate training business development and/or building adult learning programs
- Success with initiating and managing collaborative relationships with professional associations, corporate clients, and community partners
- Demonstrated success managing multiple stakeholders in a matrix environment
- Demonstrated success assessing and ensuring the financial viability of new and existing programs

- Demonstrated expertise in the creation and delivery of engagement programming
- Experience applying sound event and program management
- Proficiency with operationalizing program delivery and executing on plans to bring ideas to fruition
- Demonstrated capabilities in program evaluation and quantitative and/or qualitative research methods
- Experience with new program development in topics related to disruptive technologies, innovation, information and communications technology, and leadership skills including critical thinking, collaboration and communication is strongly preferred.
- Proficiency in sourcing and managing the performance of contractors
- A broad understanding and knowledge of the university environment at both the organizational and operational levels is an asset

Knowledge/Skills/Abilities

- Superb program design skills
- Creativity
- Proven ability to ask open-ended questions, analyze data, see connections and recognize strategic opportunities
- Superior communication, collaboration and relationship skills - written, verbal, interpersonal, presentation, advocacy - communicates clearly and with tact with a diverse group of internal and external stakeholders including faculty, staff, administrators, partners, and clients
- Project management skills. Superior organizational and self-management including time management and the ability to prioritize, multi-task and attend to detail
- Proactively anticipates challenges and takes initiative in resolving issues
- Thorough understanding of adult learning principles and ability to ensure these are embedded into all programs
- Excellent negotiation skills
- Flexible and entrepreneurial mindset

Nature and Scope

- **Contacts:** This position will have significant senior contacts within target organizations (e.g. corporations, community partners, associations), facilitate effective interactions with University of Waterloo staff and faculty, and manage a variety of vendors as needed. Must demonstrate political acuity and be successful at building alliances. They will use a collaborative approach to educate, motivate, influence and engage multiple stakeholder groups.
- **Level of Responsibility:** Must be self-directed with proven initiative and ability to work independently in a busy, time-sensitive, multi-stakeholder environment. Must be able to develop and manage new programs that drive revenue into the department. Proven ability to recognize new business opportunities, be a creative problem solver, and successfully drive innovation and change.
- **Decision-Making Authority:** Accountable for establishing relevant priorities and determining marketable opportunities for program development, must have excellent judgment and decision-making abilities. Must be able to take initiative where minimal direction is provided and manage deadlines.

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- **Physical and Sensory Demands:** Ability to work under pressure; ability to work with senior-level stakeholders in a high-stress environment; attention to detail; regular attendance at meetings.
 - **Working Environment:** Generally, regular working hours with some evening/weekend work required. Moderate exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with working with senior leaders, corporate partners, and tight deadlines. The ability to manage deadlines and carve out time for both creative thinking and attention to detail/accuracy is required.