

Centre for Digital Media Job Description

Job Title: Industry & Partnerships Coordinator

Department: Academic
Operations

Reports to (Title): Director, Programs and Innovation

Date: July 2024

A. Role Summary

The Centre for Digital Media was established through the ground-breaking partnership of four leading academic institutions: The University of British Columbia (UBC), Simon Fraser University (SFU), Emily Carr University of Art + Design (ECU), and the British Columbia Institute of Technology (BCIT).

The Industry & Partnerships Coordinator will continue that spirit of partnership and connection by being the administrative hub between learners, learning opportunities and creative digital media industries. The Industry & Partnerships Coordinator supports the opportunity for students to gain real-world experience during their studies and clients to gain connections to emerging talents and innovative solutions to their real-time problems. Working with the admissions and marketing teams, the Community & Partnerships Coordinator ensures connections are made to maintain a robust learner experience and strong future talent pool.

Core competencies:

Administrative Details

Sales

Brand Positioning and Marketing

Ability to speak to business community needs

B. Values & Digital Futures Access Strategic Plan Alignment

The role will support all institutional [values](#), and in particular:

1. Justice, Equity, Diversity and Inclusion (JEDI) - actively addressing social inequities and creating new inclusive opportunities.
2. Social Impact and Sustainability - facing the current and emerging digital challenges of our society to leave a sustainable and meaningful positive impact on our communities.
3. Innovation - being recognized as a creative institution that undertakes leading-edge research, solves complex problems, and breaks new ground in digital media.

The role will also be engaged with many elements of the CDM strategic plan, including a number of Key Strategic Directions including incorporating data and analytics into decision making, and enhancing new programs.

B. Key Functional Responsibilities

1. Industry Connected Learning Opportunities and Student Supports
The Centre for Digital Media provides a world-class education, drawing upon the academic rigor and excellence of its 4 institutional partners and layering on industry-informed real world learning opportunities and priorities. The Community & Partnerships Coordinator acts as an administrative contact point connecting learning opportunities, industry and learners.
- Student Projects
- Supports the prospecting, securing and stewardship of vision-aligned “Innovation Projects” from industry, education and community partners to meet the needs of the Academic team in order to facilitate the delivery of CDM’s project-based curriculum.
 - Researches opportunities for partnerships and projects to reflect the diversity of the digital media industry and learners skill sets, with an emphasis on vision-aligned innovation.
 - Acts as primary administrative contact for learning sponsors outside of the client-student team relationship.
 - Conducts and debriefs with clients after project is wrapped up. Redirecting to the Managing Director or Director of Programs and Innovation as required to maintain and strengthen relationships
 - Responsible for administrative tracking of partnerships, sponsorship agreements, deliverables and timelines associated with innovation projects and ongoing partnerships.
 - Facilitates connections between CDM governance and marketings teams with client legal and marketing teams as required.
- Speakers, Guest SMEs and Tours
- Working with the Director of Programs and Innovations, faculty members and relevant parties, identifies real-world / industry-based learning opportunities for students such as tours and guest speakers.
 - Using CDM’s CRM and established networks of partners, clients, and alumni facilitates fulfilling those learning opportunities with appropriate people/companies that both fit learner needs and reflect the diversity of the creative industries.
 - Manages a speakers bureau of partners and alumni including the proactive sourcing of diverse and emerging speakers
 - Provides administrative support for the program advisory committee and other bodies allowing for industry and real-world input into academic programing
 - Under the guidance of the Manager of Marketing provides administrative support including regular communications (such as newsletters and to maintain and enhance the CDM alumni network
 - Supported by the Community Liaison, ensures the value of an engaged alumni network both as a source of expertise and connection for current learners and as a source of post-graduation value for students and potential scholarship partnerships
- Sponsorship and Access to Education
- Works with the Director of Innovations, and Managing Director to solicit revenues to

	<p>provide learning scholarships to students</p> <ul style="list-style-type: none"> • Responsible for creation and access to learning sponsorship proposals, including the creation of sponsorship tiers, sponsorship partnership guidelines • Research grant and other funding opportunities available to CDM learning, maintaining an active database of available resources and supports • Works with foundations and bursary teams from educational partners to seek educational supports for CDM students • Works with marketing and communication to promote student stories associated with scholarships and educational access
2.	<p>Marketing and competitive positioning In order to maintain value to industry partners as an exceptional talent pipeline, CDM needs to maintain its status as an exceptional educational program. This is continuously created and maintained by its dedicated and specialized faculty members and the discerning Admissions and Recruitment team. The Community & Partnerships Coordinator plays a vital role supporting admissions by strengthening the CDM-industry positioning in market.</p> <p>Competitive Positioning and Brand Strength</p> <ul style="list-style-type: none"> • Working with the Marketing and Communications team to define the competitive advantage of partnering with and studying at CDM • Responsible for soliciting and conveying information gleaned from industry partners about the skills and abilities that will provide students a competitive advantage upon graduation to the marketing team and director of programs and innovation • Conducts market research to maintain competitive positioning • Ensure joint marketing campaigns and promotion opportunities are capitalized upon, adhering to appropriate brand guidelines • Ensures marketing Value in Kind secured through project sponsorships are utilized • Leverages industry partnerships to magnify CDM marketing campaigns <p>Storytelling</p> <ul style="list-style-type: none"> • Supports marketing and communications in soliciting stories of innovation and success from students, community and industry partnerships • Seeks and creates stories celebrating partners and real world learning • Actively contributes to CDM storytelling on various mediums such as social media and long form blogs. • Upon request, acts as an ambassador for CDM leading partner tours, and partnership pitches <p>Supports Admissions and Recruitment and Student Services as career fairs, recruitment fair and networking events as required</p>
3.	<p>Administrative and Revenue Generation</p> <ul style="list-style-type: none"> • Responsible for contract, sponsorship, deliverables tracking • Responsible for updating templates • Responsible for Zoho administration and set up • Contributes to reporting • Researches revenue generation options and opportunities for management

	<ul style="list-style-type: none"> • Project/Events lead for public events connecting industry and learners such as CDM Connect • Acts as point of contact for public inquiries on partnership opportunities. • Ensures relationship cultivation by representing industry partner perspectives and needs during internal idea generation meetings and planning <p>Continuously facilitating connections and looking for partnership opportunities between partners, learns and prospective learners to enhance the CDM experience</p>
The above are representative examples of duties and not exhaustive. Related activities can be assigned to the incumbent	

C. Education, Experience, and Skills			
1. Education			
	Required	Preferred	Areas of study preferred
Grade 12 or equivalent	x		
Diploma			
University Degree		x	Business Development, Psychology, Marketing, Communications or a related field
Other licenses, certifications, designations			
2. Experience			
5 years	<ul style="list-style-type: none"> • Strong administrative experience including use of Microsoft products and CRM systems • Experience with story telling and competitive marketing • Experience in resource development such as sponsorships, corporate giving, grant writing 		
3. Skills			
<ul style="list-style-type: none"> • Demonstrated commitment to justice, equity, diversity and inclusion. • Compelling communicator with strong interpersonal communication skills. Experience writing pitches, grants or proposals. • Excellent oral and written storytelling capabilities • Exceptional client and file management skills. • Excellent organizational skills including time management. • Demonstrated experience building persuasive corporate fundraising or sales proposal • Service focused—able to provide value and guidance to a range of audiences including industry, educational partners, students, and alumni. • Experience with social media story telling an asset • Experience working with customer relationship management systems such as Zoho, Sales Force, etc. 			

- Knowledge of business development best practices and marketing functions
- Demonstrated initiative, self-starter, and curiosity to learn and continuously improve and develop.
- Ability to work effectively both independently and within a team environment.

D. Management Scope and Budget

1. Management Scope

X	Individual Contributor
	Leads/Supervises
	Manages staff
	Manages staff including other managers

2. Budget

	Has budget responsibility
X	Has no budget responsibility

E. Working Conditions

1. Hours of work

X	Full-time
	Part-time:
	Flexible hours required for events

2. Environment

X	Office – with some flexibility for hybrid work – up to 2 days per week.
	Offsite

3. Travel

	No travel required
X	Occasional day travel required - indicate how often: ~1 per month through Lower Mainland
	Occasional overnight travel required - indicate how often: