

## JOB DESCRIPTION

**Title: Coordinator, Stakeholder and Market Support**

**Location: Vancouver, BC**

**(One-year contract, potential to be extended)**

### **ABOUT THE BC COUNCIL FOR INTERNATIONAL EDUCATION (BCCIE)**

BCCIE occupies an essential leadership and protocol position in the International Education (IE) sector. On behalf of the Province, it conceives, plans, coordinates, implements, and evaluates a wide range of activities, including senior, executive, and governmental activities; professional development opportunities; protocol functions; and both outgoing and incoming missions and delegations. Our stakeholders include, but are not limited to, senior leadership from across BC's diverse education sector, colleagues from provincial and federal ministries, and elected officials.

BCCIE plans and leads a number of market support initiatives, including, but not limited to, Team BC Missions, signature events, incoming delegations, and familiarization tours. Our missions support partnership development, expand BC's networks, and position BC as a preferred destination for international students. Missions often involve many stakeholders, complex schedules, multiple events, and sites of activity.

BCCIE also offers virtual support to our local and international partners, including virtual B2B events, market intelligence events, Trade Commissioner updates, and participation in virtual fairs under the Study in BC brand.

BCCIE embraces diversity. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. We understand that an open and diverse community fosters the inclusion of voices that have been underrepresented or discouraged. We encourage applications from members of groups that have been marginalized on any grounds enumerated under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, and/or status as a First Nation, Metis, Inuit, or Indigenous person.

### **POSITION SUMMARY**

The Coordinator, **Stakeholder and Market Support** (CSMS) reports to the Manager, Market Support and Partnership Development. They are responsible for coordinating a wide array of special events, incoming and outgoing delegations, missions, seminars, market support initiatives, and other special

activities in support of the mission of BCCIE. The CSMS will also work closely with communications and other members of BCCIE to provide ongoing support and administration of the Study in BC website, BC Study Abroad website, and accompanying social media platforms.

This position is responsible for helping with the coordination of a broad range of activities including but not limited to:

- Team BC missions, including resources, logistics, planning, collateral, communication, implementation, report writing, and follow up.
- Incoming delegations and familiarization (fam) tours.
- Market Support activities such as market intelligence events, virtual and in-person recruitment fairs, etc.
- Key BCCIE programs such as the BC Study Abroad (BCSA) program, the UMAP National Secretariat, etc.
- Mission report writing for submission to BCCIE and designated government ministries for special government and/or contracted missions.
- Supports targeted engagement on the Latin America file with focused engagement, including the development and maintenance of key partners (e.g., government, trade commissioners, consular corps, and institutions).
- Support for the Manager and Director, External Relations on other market support activities, including coordination of signature events, conferences, and familiarization tours.

The Latin America portfolio accounts for approximately 30% of the position while supporting other general BCCIE events and activities accounts for approximately 70% of the position.

Fluency in Spanish and experience working in Latin America and/or familiarity with Latin American culture would be a significant asset.

## **RESPONSIBILITIES**

With support and direction from the both the Manager, Market Support and Partnership Development and the Director, External Relations, the Coordinator, **Stakeholder and Market Support** undertakes the following:

### **Market Support**

Responsibility for the overall planning and choreography of outbound Team BC recruitment, including communications: air and ground transportation logistics;

travel arrangements (e.g., visas, accommodation, and meal arrangements); meeting arrangements (e.g., translation and interpretation); protocol; branding; collateral and shipping needs; institutional and governmental liaison; pre-departure briefing; report writing with recommendations; and budget reconciliation. This position is responsible for the planning, and may be required to travel, to support implementation of the mission. This position may also be required to support the planning and implementation of government missions.

This portfolio also includes the planning and implementation of virtual B2B meetings, market intelligence events, online trade commissioner updates, and participation in virtual fairs under the Study in BC brand.

### **Mission Planning**

With direction from the Director, External Relations, supports planning, logistics, and execution for BCCIE Latin America missions (in-person or virtual) and other initiatives as required. Duties include but are not limited to:

- Completing registrations for education fairs and other recruitment and marketing events for BCCIE team members; ensuring deadlines are noted and invoices for payment are received, payment is requisitioned and finalized.
- Ensuring appropriate marketing collateral is organized and itemized for local distribution or shipment to Team BC mission events.
- Organizing and arranging transport of display materials and promotional items for Team BC missions.
- Organizing and collecting BC school registrations for Team BC missions.
- Preparing final itineraries/schedules for missions and assisting in the collection of supporting materials for the trip, promotional items, maps, gifts, etc.
- Preparing pre-departure briefing materials for stakeholders and BCCIE team members participating in missions or overseas events.
- Collecting mission event statistics, feedback from BC team members and preparing the final mission report; responsible for ensuring all post-mission follow up are completed and documented.
- Updating activities and tracking progress for the timely completion of tasks and details related to carrying out successful Team BC missions overseas or local marketing events in BC.

### **Familiarization Tours**

- Responsible for the organization and coordination of approved incoming familiarization tours, including research, preparation and communication of final itineraries/schedules, pre-departure briefing materials, and follow-up reports; liaison with stakeholders and delegates to confirm and manage expectations; and oversight of all communications and logistics

### **Social Media and Online Presence**

With direction from the Manager, Market Support and Partnerships, the Coordinator, Stakeholder and Market Support works with Communications as it relates to the administration and management of StudyinBC.com and BCstudyabroad.ca. Duties include:

- Curating culturally appropriate news content for the two websites.
- Coordinating BCCIE marketing 'in country' events for Study in BC.
- Developing market-specific online campaigns for the websites and social media platforms, including the annual StudyinBC and BCSCA contest.
- Monitoring and updating StudyinBC and BCSCA Facebook, Twitter, and other social media channels and responding to electronic and social media queries.
- Responding to general inquiries about studying in BC from students, parents, and agents via the StudyinBC accounts.
- Liaising with international students in BC involved in StudyinBC projects (including StudyinBC bloggers).
- Planning regularly scheduled reviews of StudyinBC.com and BCstudyabroad.ca to ensure content is up-to-date and relevant.
- Referring media requests to Communications.

### **UMAP National Secretariat and BC Study Abroad Consortium**

With the direction of Manager, Market Support and Partnership Development schedules liaison with the UMAP International Secretariat at VCC and implements recommendations for UMAP expansion across Canada as per the UMAP National Secretariat Strategic Plan.

- Promotes opportunities for study abroad, including increasing the number of BC post secondary institutions participating in the BC Study Abroad Consortium (BCSCA).
- Works with the BCCIE Communications Team, to help profile the benefits of and opportunities to study abroad, through the BCSCA website and social media platforms.

### **Partnership Maintenance and Development**

Partnership maintenance and development activities are initiated by the Director, External Relations and supported by the Manager, Market Support and Partnership Development. The Coordinator, Stakeholder and Market Support will:

- Assist with a range of partnership development activities.
- Support the development and maintenance of relations with international, national, and local governments, trade commissioners, consular corps, consortia, educational institutions, service providers, etc.

### **Incoming Delegations**

- Organize and coordinate approved incoming delegations.
- Research, prepare, and develop communication of final itineraries/schedules, pre-departure briefing materials, and follow-up reports.
- Liaise with stakeholders and delegates to confirm and manage expectations and oversight of all communications and logistics.

### **Special Projects**

- From time to time, BCCIE is tasked with discrete projects and initiatives. With support and guidance from the Manager, Market Support and Partnership Development, this position will support these projects and initiatives as required.

### **Other responsibilities**

- Helps to formulate and implement coordination amongst Latin American consular corps (especially with the Pacific Alliance), and visiting delegations.
- Acts as main back-up support for the Executive Assistant.
- Acts as technical back-up during virtual professional development events and as extra support for in-person events when needed.
- Researches and collates information on specific activities in identified regions, as required.
- Coordinates incoming delegations and familiarization tours as appropriate.
- Supports additional BCCIE projects and programs as required.

### **SUPERVISION RECEIVED**

Reports to the Manager, Market Support and Partnership Development and receives detailed instructions on the assignment of new duties. Works

independently within established guidelines and procedures as outlined by the Manager. Works closely and cooperatively with other members of the BCCIE team. Exercises initiative, diplomacy, tact, resourcefulness, and sound judgement when representing BCCIE to students, stakeholders, institutions, government officials, community and business organizations, and internal/external partners. Position is subject to annual performance review.

### **REQUIRED QUALIFICATIONS**

- Post-secondary degree in addition to 1-2 years of event planning experience. Experience in international marketing or international education would be an asset. An equivalent combination of education, training, and experience will be considered.
- Exceptional planning skills, attention to detail, and ability to work independently in a fast-paced team environment.
- Advanced administrative and organizational skills with a demonstrated ability for accuracy and efficiency in multi-tasking and prioritizing work with minimal supervision to meet various concurrent deadlines, and to adapt to changing priorities and circumstances.
- Excellent command of English and exceptional written skills, including ability to write web content and short news stories for a variety of cultural audiences.
- Excellent interpersonal, diplomacy, problem-solving, conflict management, research, and cross-cultural communication skills.
- Knowledge and superior competency with Microsoft Office applications (e.g., Word, Excel, Powerpoint, Access, and Outlook) in a networked computer environment and web-based applications to produce reports, spreadsheets, and presentations.
- Demonstrated familiarity with social media channels (Facebook, Twitter, YouTube, LinkedIn, WhatsApp, etc.) as a marketing tool.
- Demonstrated familiarity with virtual meeting and video conferencing platforms (e.g., Zoom, Bluejeans, B2B to Go, Swoogo, MSTeams, GoToMeeting, Slack, Webex, etc.).
- Experience with Google Analytics and Hootsuite social media and website monitoring tools or other equivalent tools.
- Understanding and working knowledge of marketing and communications as it relates to website production and promotional campaigns.
- **Must be legally entitled to work in Canada**

### **DESIRED QUALIFICATIONS**

- Native-like fluency in spoken and written Spanish is an asset.
- Experience working in Latin America and/or familiarity with Latin America culture.
- Experience in cross-cultural communications either through post-secondary study, travel, and/or direct work experience abroad, preferably in Latin America.

All qualified candidates are encouraged to apply. However, Canadians and permanent residents will be given priority.

The position is open until filled. Please email your application directly to **career@bccie.bc.ca** and include a cover letter and CV.

**PLEASE NOTE:** Applications must be complete and through the specified application process above to be considered.