



## JOB POSTING

<b>POSITION TITLE:</b>	Director, Global Campaign Initiative
<b>SUPERVISOR:</b>	President and CEO
<b>LOCATION:</b>	Ottawa (Hybrid)
<b>DURATION:</b>	18 months with possibility of extension

### Major Purpose of the Role

Reporting to the President and CEO, the Director, Global Campaign Initiative, will lead a global campaign initiative to help to reposition Canada's international education sector following policy changes introduced by the Government of Canada throughout 2024 which have had a significant and deleterious impact on Canada's global positioning and international education brand.

The Director will lead a team in the development and execution of this initiative including coordination of a campaign Founders Table, National Advisory Table, Campaign Content Table, and Data Insights Table, and engagement with Designated Learning Institutions (DLIs) across Canada. The Director will oversee the development and dissemination of branding materials in cooperation with an external consultant, the planning of strategic events, sponsorship, and overall coordination and delivery of the campaign.

### Key Responsibilities

- Secure sponsorships to fund the campaign development and implementation.
- Finalize the campaign infrastructure including the structure and membership of the Founders Table, National Advisory Table, Campaign Content Table and Data Insights Table.
- Finalize the campaign strategy including terms of reference, critical path, budget, and project management tools with the support of the Senior Project Manager and oversee these elements for the duration of the initiative.
- Play a lead role in stakeholder engagement to secure participation in the initiative and represent the initiative in various international and domestic fora to a range of audiences including government officials, sector stakeholders and media.
- With input from the working groups, and the support of campaign staff, work with an external consultant to finalize the content of the brand campaign.
- Manage a small team who will support the execution of this initiative.
- Provide timely and thoughtful advice and recommendations to the President and CEO and CBIE Board of Directors on implementation and opportunities to increase the impact of the initiative.
- Work in close collaboration with the Senior Advisor to the President and CEO, the Director, Government Relations, and the Director, Membership, Research & Learning on intersecting stakeholder and policy issues to maximize impact and support the success of the initiative.
- Draft and review various written deliverables such as memos, strategic updates, briefings, key messages, and other communications products.



### **Knowledge, Experience and Skills**

- A combination of professional and lived experience and/or post-secondary education in communications, stakeholder engagement, marketing, branding, public administration, international relations, project management or a related discipline; equivalent advanced education or training may also be considered.
- Requires 7-10 years' experience designing and leading communications and/or stakeholder engagement activities on a national scale, and/or professional work experience in international education.
- Proven understanding of Canada's international education sector and its stakeholders, effective stakeholder engagement practices, and impactful communications and media relations approaches.
- Excellent writing, oral presentation, and organizational ability.
- Excellent interpersonal skills and judgment, with a high degree of initiative and versatility.
- Ability to exercise tact, discretion and judgment at all times.
- Strong ability to think critically and strategize within a complex multi-stakeholder environment.
- Capacity to work in a self-directed manner, demonstrated ability to work well within a team setting, and proven ability to effectively lead and empower a team to deliver high results.
- Proven project management skills, including the ability to effectively organize, process, and communicate information in a fast-moving work environment.
- Demonstrated intercultural competence in working with a diversity and range of stakeholders.
- Able to manage multiple priorities and adapt in a quickly changing, fast paced environment.

### **Language Requirements**

- Bilingualism (English and French) is preferred.

CBIE offers a comprehensive benefits package which includes an attractive pension plan and group insurance program as well as remote/hybrid work arrangements. For general information on CBIE, visit our website at [cbie.ca](http://cbie.ca).

Please send your cv and letter of interest as soon as possible, quoting Competition 25-01 to [jobs@cbie.ca](mailto:jobs@cbie.ca) in either Word or PDF format or mail to CBIE, 1550 – 220 Laurier Ave. W., Ottawa, ON K1P 5Z9. We thank all candidates for their interest, but only short-listed candidates will be contacted.

*We are committed to equity, diversity and inclusion and encourage applications from people with disabilities, racialized people, Indigenous peoples, people from gender diverse communities and/or people with intersectional identities.*

*We provide a barrier-free work environment. Workplace accommodations are available should you be contacted regarding this competition. Please advise Human Resources of any accommodation requirements which must be taken.*