

# Leaders

INTERNATIONAL

---

Executive Search

VANCOUVER

EDMONTON

CALGARY

SASKATOON

WINNIPEG

TORONTO

OTTAWA

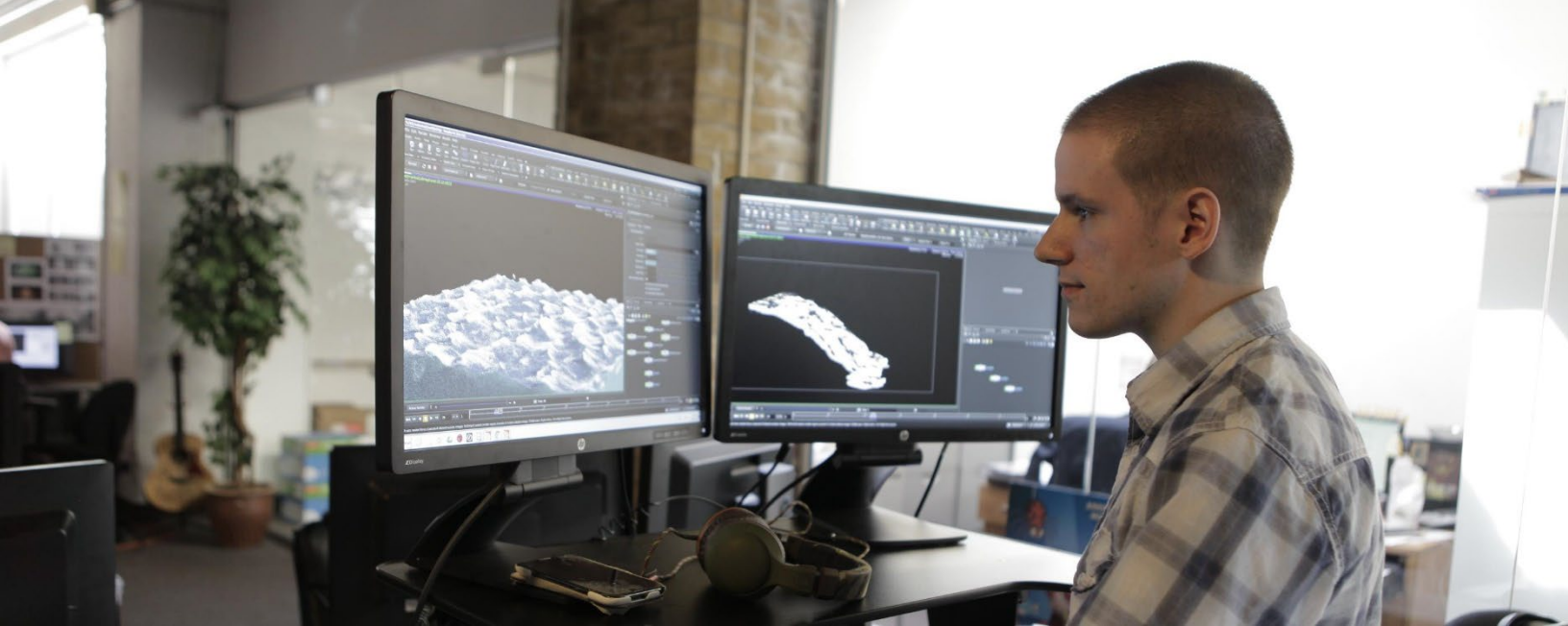
MONTREAL



## OPPORTUNITY PROFILE

**Chair, Communications and Media –  
School of Communications, Media, Arts and Design**

**CENTENNIAL**  
**COLLEGE**



## About Centennial College

[www.centennialcollege.ca](http://www.centennialcollege.ca)

Centennial College is Ontario's first community college. Over the past 55 years it has transformed itself from a local community college to a worldly institution with a presence in countries such as China, India, South Korea and Brazil. Established in 1966, it has eight schools located in five campuses in the Greater Toronto Area, as well as 11 satellite international offices.

The College is best known for its record of exemplary teaching, innovative programming, and extensive partnership building. It is recognized as one of the most culturally diverse post-secondary institutions in Canada. Almost 100 ethno-cultural groups are represented, and 80 languages are spoken on campus. Centennial's curriculum, teaching and services demonstrate that they value the diverse profiles of their learners, while preparing graduates to succeed globally. This commitment has led to a #1 ranking in the Greater Toronto Area for graduate satisfaction.

**Mission Statement** Educating students for career success. We make every decision to support the career and personal development of our learners. Our curriculum, teaching and services demonstrate that we value the diverse profiles of our learners. **Vision** Transforming lives and communities through learning.

## About School of Communications, Media, Arts and Design

The **Story Arts Centre** — home to Centennial College's School of Communications, Media, Arts and Design — opened in the fall of 1994 as a campus dedicated to digital media and is home to nearly 1,600 full-time students enrolled in communications, media, art, design, advertising, public relations, journalism, integrated media, culture, entertainment, and performing arts programs.

Located close to downtown Toronto, just minutes from Pape Subway Station, the Story Arts Centre sits at the heart of Toronto's media, design, culture and arts hubs. The campus is a meticulously restored, 104,000-square-foot modernist masterpiece that serves as a dramatic backdrop for students to learn and tell their stories.





## The Opportunity

### **Chair, Communications and Media – School of Communications, Media, Arts and Design**

Reporting to the Dean of the School of Communications, Media, Arts and Design, the Chair, Communications and Media (Chair) provides academic and administrative leadership, operational supervision and direction to 150+ faculty, full time and contract, and support staff in the School of Communications, Media, Arts and Design. This includes full time and part time faculty teaching courses/programs to post-secondary and post-graduate students. The Chair operates in a unionized collegial environment emphasizing global citizenship, diversity and equity, and is involved in the development and delivery of all the related clusters of the Communications and Media Department and programs as storytelling programs. The Chair is accountable for the planning, development, delivery and ongoing review of post-secondary Diplomas, Degree, Post Graduate and Certificate in-person, on-line and HyFlex programs, as well as individual courses (including part-time learning), ensuring that the programs are relevant to the needs of college level students, employers and the college community and larger external community.

## Key Responsibilities

### **Academic Leadership and Direction**

- Works collaboratively in the development and implementation of the Communications and Media, Department's strategic plan as part of the school's strategic plan and as part of the College's strategic goals/commitments and academic planning process.



- Accountable and collaboratively plans for all the Communications and Media Department programs' enrolments and student retention plans, including benchmarking enrolment student and graduate satisfaction against other colleges and private institutions.
- Accountable for the daily operations of the Communications and Media Department working with the faculty and staff, the Chair of the Arts and Design Department, the school managers, Dean, and all internal and external stakeholders.
- Accountable for the financial growth and stability of the Communications and Media Department.
- Responsible for leading the ongoing review of existing programs to reflect changing technology, innovation, social media applications, learner needs, economic and market influences and employment opportunities.
- Responsible for the development and implementation of new, innovative, unique academic programs and courses, in response to learner, market and College needs and directions.
- Provides academic leadership to the teaching and learning process by ensuring that the objectives of the programs and courses offered are attained.
- Directs and administers the activities of the faculty in their teaching assignments while creating an effective working environment for the staff and the teaching/learning process.
- Provides academic leadership in establishing/maintaining collaborative efforts with internal and external educational partners.

### **Program Evolution and Partnerships**

- Analyzes, plans, develops and implements appropriate programming, costs and revenue place and promotional strategies.





- Initiates potential partnership contacts, plans, negotiates and implements partnership arrangements with internal partners within the College, as well as external community/business/government partners.
- Establishes positive, ongoing communication and relationships with industry and business representatives as well as community partners, advisory committee members, professional associations and alumni, to establish training needs and opportunities.
- Identifies programs and directs and participates in the College's program and curriculum review and approval process, and accreditation processes for programs.
- Develops and implements recruitment and retention/returner strategies and promotional initiatives to meet student enrolment projections across the School.

### **Human Resource Management**

- Maintains a high level of performance through effective recruiting, selecting, developing, motivating, evaluating and training of faculty and support staff within the Communications and Media Department..
- Fosters team spirit by aligning actions with shared values and supporting effective communication within teams at the School, College and between partners.
- Directs and administers the activities of faculty in their teaching assignments and creates an effective working environment for the staff and teaching/learning process.

### **Marketing, Student Recruitment and Promotional Activities**

- Collaborates in the programs' marketing and recruitment efforts in collaboration with the Dean, school marketing officer as well as the College's marketing strategies and plans for portfolio areas.
- Works in conjunction with the Dean, management, school's marketing officer, service areas and marketing departments to market new and existing programming by planning and implementing effective marketing and communications.
- Establishes and maintains communications with business and community to promote, and increase the profile of, the School.



## Strategic Planning, Revenue and Budgets

- Works with the Dean to develop a business plan for portfolio areas, to advance the School's innovative direction and objectives and to promote revenue, profitability, and growth.
- Responsible and accountable for developing, monitoring and managing the operating budgets for the programs and academic departments in collaboration with the School's management team.
- Responsible for determining revenue and enrolment targets for each programming and activity area.
- Responsible for researching revenue sources, developing new programs and activities to secure revenue growth and responding to industry and community needs.
- Utilizes internal and external relationships to develop strategies, programming and offering that enable new opportunities for business and revenue growth.

## The Person – Qualifications and Experience

- Masters' degree in a relevant portfolio area – Media, Communications, Fine Arts, Technology, Communications, Journalism, Education, etc. – **is required**.
- Approximately seven (7) years of related and progressive media and communications job learning/experience and may additionally have lived experience in arts or arts management, **is required**.
- Minimum five years' experience in teaching to a variety of students/clients (mature students, and corporate clients) in a variety of settings.
- Experience in post-secondary education management, recruitment and administrative leadership, including business related strategic planning, oversight of budgets, and teaching and learning.
- Strong entrepreneurial and intrapreneurial skills in education and the private sector.
- Marketing experience which includes social media and public speaking.
- An understanding, and embracing of, emerging technologies, **is required**.
- Experience working within highly diverse communities and multicultural settings.

## Statement of Diversity

Centennial College recognizes and affirms diversity, equity and inclusion and Indigenous ways of knowing as central to the vibrancy and uniqueness of its learning and working academic mission. We strongly encourage applications from members of Indigenous communities and all equity-deserving groups including Women, Racialized, Persons with Disabilities, and LGBTQIA2S+ communities. [Statement of Diversity](#)

## Indigenous Acknowledgement

We also recognize that Centennial is situated on the Treaty Lands of the Mississaugas of the Credit First Nation and pay tribute to their legacy as well as that of all First Peoples that have been and remain present here in Toronto. We recognize that First Peoples come from sovereign Nations and that part of understanding our responsibilities of residing on this territory are understanding the true history, circumstances and legacy of the Treaties signed here (such as the Toronto Purchase, Robinson-Huron Treaty and Williams Treaties) and including pre-contact Treaties and Agreements between sovereign Nations and that all peoples in this area are therefore Treaty people with obligations and responsibilities to all our relations. [Indigenous Acknowledgement](#)

## Expressions of Interest

Email a cover letter and CV/resume (PDF or Word document only) to **Heather Fookes or Allan Nelson** at [calgary@leadersinternational.com](mailto:calgary@leadersinternational.com), indicating the job title in the subject line of the email.

**Leaders International Executive Search**  
[www.leadersinternational.com](http://www.leadersinternational.com)