



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

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# Job Board Posting



Careers.Indigenous.Link

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## EDUCATIONAL RESEARCH ANALYST

<b>Job ID</b>	<b>29022-9297</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=29022-9297">https://careers.indigenous.link/viewjob?jobname=29022-9297</a>	
<b>Company</b>	McMaster University	
<b>Location</b>	Hamilton, ON	
<b>Date Posted</b>	From: 2019-09-20	To: 2050-01-01
<b>Job</b>	Type: Full-time	Category: Education

### Description

McMaster University's Centre for Continuing Education (the Centre or CCE) is an ancillary unit focused on the learning needs of adults who are typically working professionals studying part-time. Presently, CCE offers over 30 programs including certificates and diplomas in different professional areas; professional development offerings; programs targeting the learning and development needs of McMaster employees. CCE also organizes diverse community engagement activities; engages in internal and external partnerships; provides corporate learning opportunities for local businesses as well as provincial and national organizations; and maintains professional relationships with accrediting bodies and provincial and national learning associations. CCE employs a staff of approximately 35 and more than 100 part time instructors and consultants. The Educational Research Analyst position is a new role within McMaster Continuing Education and represents the unit's commitment to ensuring that all new programs meet identified market demand, are responsive to changing marketplaces and industry needs, and reflect changing approaches to adult, professional, and workplace learning. The Educational Research Analyst will play a key role in shaping future programming as well as contributing the fiscal well-being and reputation of Continuing Education. He/she will report to the Director and have regular interactions with the Management Team.

**Job Summary**

Responsible to research, evaluate, and propose potential new revenue generating credit and non-credit courses, programs, and other educational initiatives that respond to the continuing education needs of adult learners including working professionals and professional bodies. Initiate collaborative agreements with academic units, external education providers, industry, and accrediting professional associations. Responsible for recommending strategic new programs for the purpose of generating new revenue. Conduct research relative to funding opportunities and respond to relevant internal and external grants and funding calls as well as develop customer studies to measure in-market brand health, marketing performance, customer satisfaction, and competitor performance via qualitative and quantitative methods.

**Purpose and key functions**

- Conduct market research and needs assessments to evaluate potential courses and programs that are high quality, financially viable, and meet the department's vision, mandate, and strategic directions.
- Conduct scans of industry, public sector, and workforce planning data to determine potential areas for program growth.
- Conduct scans of course offerings from other post-secondary Continuing Education programs, and identify potential opportunities for partnership.
- Conduct scans of programs needed by McMaster University faculty graduates,

and connect with the faculties and other departments to initiate programs that meet identified needs.

- Develop business plans for the development of courses and programs for the purpose of generating new revenue streams, in collaboration with internal and external stakeholders.
- Facilitate the creation of documentation required for internal review and academic approvals, in partnership with Program Managers.
- Create survey instruments and qualitative guides to collect data.
- Analyze and synthesize customer, market, and competitive data and translate findings into business insights and action plans to support business performance.
- Develop and deliver presentations to illustrate findings and action plans.
- Evaluate programs and recommend modifications and improvements based on market research.
- Develop, cultivate and maintain relationships with stakeholders including internal and external stakeholders.
- Provide advice and support in the development of contracts and agreements with McMaster University academic units, other external education providers, industry, and accrediting professional associations for approval by the Director.
- Liaise with various internal and external stakeholders in support of the development of educational initiatives.
- Research and identify funding opportunities including government calls.
- Lead preparation of funding proposals for submission.
- Ensure seamless hand-off of approved courses and programs to staff responsible for educational development.
- Stay abreast of new developments in educational and training initiatives with attention to curriculum, delivery models, markets, providers, and competitors.

**Supervision** Provide functional guidance to others on an ongoing basis.

**Assets**

- Knowledge of present and future workplace learning needs, market trends, adult education practices, new and emerging patterns in the labour context
- Well-developed research and analysis skills
- Exceptional interpersonal and communication skills
- Skill and experience discovering new learning partnerships and responding to calls for proposal
- Experience preparing complex documents
- Attention to detail
- Ability to work independently and with others
- Strong professional motivation

It is possible that the incumbent will need to travel on occasion to meet with existing and prospective partners and attend relevant meetings, tradeshow, and conferences. Overtime may be required to meet deadlines.

For more information, visit McMaster University for EDUCATIONAL RESEARCH ANALYST