UNIVERSITY OF TORONTO

Position Description

Position Title: Director, China Partnerships – University of Toronto
Faculty/School/Office: Vice President International
Department/Section: Office of Vice-President, International
Manager’s Title: Executive Director, International

To apply for this opportunity, please send your resume and a cover letter to joanne.chou@utoronto.ca

Deadline to apply is January 14, 2019, end of day.

Context

The University of Toronto (U of T) is a significant international research university, with undergraduate, graduate and professional programs of excellent quality. Established in 1827, U of T is Canada’s leading research university and is consistently ranked among the top 20 in the world. The University is home to 90,000 students from across Canada, 19,000 of whom are from 163 different countries around the world.

A history of engagement with China

The University of Toronto has a rich history of engagement with China for more than a century. Today, U of T continues to be engaged in significant research, education and training activities in China with a large number of students from China studying at the University of Toronto and an active alumni community in mainland China and Hong Kong. The University has partnerships agreements with many leading Chinese Universities including Fudan University, Zhejiang University, Peking University, Shanghai Jiao Tong, and Tsinghua University that engage multiple Faculties and faculty members.

Position Summary

The University of Toronto is engaged in significant initiatives in and related to China at both the institutional and faculty levels. The University of Toronto has established an on-the-ground presence in both Beijing and in Shanghai, China by utilizing the space and services offered by the Canada China Business Council. The offices serve as a hub for the university’s activities in China. The incumbent will maintain and expand these
initiatives by building strong people to people ties as well as by exploring opportunities for deepening existing and developing new academic partnerships to support U of T’s objectives in China.
Based in Beijing or Shanghai, the Director, China Partnerships is responsible for advancing the University's priorities in the international arena by strengthening and deepening key international partnerships by means of a well-defined strategic focus, particularly as they relate to Chinese academic partners, alumni engagement, prospective student engagement, and government partners on behalf of the University of Toronto. Reporting to the Executive Director, International within the Office of the Vice President International, the incumbent will work with senior leadership in Faculties across the University to advance their partnerships in China. The incumbent will also work closely with the University of Toronto’s Business Development Officer in the Shanghai CCBC office and staff in the University’s Asia Pacific office based in Hong Kong to coordinate efforts, serve as a resource, and provide both strategic and tactical support to the University’s Advancement efforts in China.

**Strategic Objectives**

The Director, China Partnerships reports to the Executive Director, International and collaborates with other central administrative units and Faculties to fulfill the following key objectives:

1. Raise the profile and brand of the University of Toronto in China;
2. Expand opportunities for collaborative research and scholarship, and increase frequency and quality of interaction with universities and research institutions in China;
3. Follow up on institutional and faculty activities and engagement by facilitating key relationships with government and related agencies, universities & facilitate and allow for effective follow-up for senior leadership visits;
4. Support the University’s Advancement efforts by maintaining awareness of the University’s Advancement agenda in China, including the work of the Asia International Leadership Council, prospect / donor and alumni outreach efforts; providing intelligence about local developments and cultural context to help inform our strategies; maintaining awareness of our leading alumni, donors and prospects in China and sharing relevant information with Department of University Advancement (DUA); serving as a local point of contact for alumni in the region, and referring to Asia Pacific office or DUA Toronto as required; assisting with Advancement initiatives on the ground, as required, particularly in the absence of DUA or Asia Pacific Office representation;
5. Signal a strong and continued commitment to building stronger collaborations, scholarship and people-to-people ties.

As the ideal candidate, you are a strategic and dynamic professional who possesses a track record of success cultivating and maintaining relationships in government, with academic institutions, and individuals to meet strategic goals and objectives. Fluently bilingual in Mandarin and English, you have developed a deep appreciation for the unique cultural and academic environments in China and Canada / North America. You are a highly motivated self-starter with an entrepreneurial mindset and a proven team player who works closely with other departments to achieve common, institutional goals and objectives. You bring an existing network of contacts throughout China that can assist in achieving the university’s goals.

**Duties:**

**Key Activities:**

- Works with university team – including the Office of the Vice President International, the Office of the Vice-Provost Students, the Division of University Advancement, U of T Communications, the School of Graduate Studies, all three campuses, and all Faculties of the university -- to continue to build out a cohesive and comprehensive internationalization strategy for China, taking into account the university’s key priorities.
- Works closely with other University of Toronto staff in China and Hong Kong and the leadership team in...
Toronto to ensure a cohesive, collaborative approach to developing the University’s academic network and building advancement relationships.

- Represents all aspects of the university, leveraging existing relationships to expand on opportunities as well as developing new relationships.
- Serves as a liaison with appropriate Ontario and Canadian trade officials at the Embassy of Canada in China to identify new relationships and collaborate on potential opportunities.
- Maintains existing relationships to ensure University of Toronto’s programs are meeting and exceeding expectations and looks for opportunities to expand the relationships.
- Maintains an awareness of university offerings in China and contributes to University of Toronto’s internationalization plan in terms of opportunities and threats related to competing interests.

Building and Maintaining University of Toronto’s Profile and Brand:

- Raise the profile of the University of Toronto in China.
- Help organize high profile events annually in collaboration with Embassy / U of T staff and others as needed; attend key meetings / events in China as the U of T representative.
- Contribute to planning and execution of pre-arrival / pre-departure sessions in collaboration with faculties / campuses for newly admitted U of T students across China.
- Contribute expertise and content to communication outreach and social media (WeChat and Weibo) that build and promote U of T’s brand awareness and support the development of stronger engagement with alumni, potential students, academic partners and other constituencies in China.
- Help guide and inform the work of the university’s International Media Officer in China.

Relationship Management:

- Cultivate senior level relationships with partner institutions including:
  - Universities;
  - State & provincial government (relevant ministries including education, China Scholarship Council, Chinese Academy of Sciences, State Administration of Foreign Experts Affairs);
  - Stronger engagement with alumni and other constituencies, working in close coordination with University Advancement and Asia Pacific Office in Hong Kong and the University’s Business Development Officer in Shanghai;
  - Canadian partners present in China including Embassy / CG staff, provincial and municipal representatives, working closely with the Business Development Officer.

Coordination & Market Intelligence:

- Specific follow up on faculty priorities (collaborations, partnerships, new opportunities).
- Coordination of the university’s presence in China including a calendar of U of T visits.
- Contribute to the broader U of T / China strategy.
- Provide market intelligence - an ear to the ground on changing higher education, research and policy landscape.
- Provide regular market intelligence reports to relevant Faculties highlighting policy implications, competitor information and emerging opportunities, industries and sectors.
- Provide insight on Chinese perception of executive education brands and products.
- Provide ongoing advice on risk management and cultural nuances. Have input into individual
Faculties’ executive education strategies for China market.

New Initiatives:

- Graduate Recruitment: promote graduate education opportunities.
- Act as representative for Faculties when in government and academic meetings in China.
- Surface and generate program leads and opportunities and build networks / contacts for participating Faculties.
- Assist with intelligence gathering, needs assessment, and preparation of proposals and pitches.
- Advise on tone and positioning of program pitches as well as strategies for negotiation, client account management and structuring of opportunities. Assist in closing of sales where necessary.
- Advise on how to improve contact accuracy for U of T alumni in China.

Key Deliverables:

- Cultivate and facilitate high level relationships to support the University of Toronto’s China strategy initiatives.
- Working closely with international and China administrators to facilitate and deepen key academic partnerships.
- Working with the Business Development Officer in China, facilitate opportunities for job and internship placement of undergraduate and graduate students in China.
- At the request of University Advancement, support the cultivation of relationships with U of T alumni and prospects in China to support the University’s goals in the region.
- Support the work of University Advancement with alumni, donor and prospect engagement.

Qualifications Required

**Education:** Undergraduate degree in a relevant discipline. A post-graduate degree would be an asset.

**Experience:**

- A minimum of 10 years of experience with at least 5 years in a senior leadership role.
- Work experience in China (3-5 years) minimum with experience working in Asia.
- Fluent in Mandarin and English, both written and oral.
- Knowledge of culture, protocol, customs, government and economic structure in China.
- Demonstrated appreciation for the value of higher education; experience working in a post-secondary environment an asset.
- Professional and / or education experience in Canada an asset.
- Senior level experience in developing multi-stakeholder initiatives.
- Experience in building brand in new and emerging markets.

**Skills:**

- Confident, resourceful, decisive and mature.
• Excellent relationship skills and proven communication, consultative and interpersonal competencies.

• Demonstrated diplomacy with the ability to establish a high level of rapport and communicate effectively with people in a variety of positions, at all levels.

• Ability to see the big picture and coordinate, optimize and influence across divisions.

• Ability to use persuasive influence to move an organization forward.

• Collaborative: Reaches out to other business units to achieve common goals.

• Ability to communicate in a clear, attentive, concise and effective manner, verbally and in writing.

• Approachable: Welcomes input from colleagues.

• High degree of initiative; self-motivated and independent.

• Flexible, adaptable and politically astute.

• Strategically focused: motivated by challenge.

• Ability to prioritize.

• Ability to incorporate a varied workday (evening and weekends). This role will involve travel throughout China (primarily between Shanghai and Beijing).

**Stakeholder management and consultation:**

• Chinese National with strong connections

• Existing relationships in government / industry

• Politically connected, entrepreneurial and business development oriented

• Diplomacy

• Strong Communication skills: presentation & media / social media skills

• Experienced in conducting high level meetings

**Other: (Desirable)**

• Knowledge of Canadian postsecondary education (PSE) system and /or knowledge of the University of Toronto.

• An U of T alumnus / a preferred or a graduate of a Canadian peer institution.