

# Opportunity profile



Associate Vice President,  
College Relations

---

KELOWNA • PENTICTON • VERNON • SALMON ARM





## Index

- 3 About Okanagan College
- 4 Indigenous OC
- 5 Our Commitment to Reconciliation
- 6 Our supportive learning environment
- 7 Our region
- 8 The opportunity
- 8 Position summary
- 8 Who we are seeking
- 8 Functions and duties
- 10 Knowledge, skills and abilities
- 10 Education and experience
- 10 Compensation

# About Okanagan College

Our mission statement says we transform lives and communities. That simple statement reflects our support of students and connects us to the communities we serve.

## FACTS

**15,900+**  
STUDENTS ATTEND  
OC EACH YEAR

**1,000+**  
EMPLOYEES

**7,988**  
FULL-TIME  
EQUIVALENT  
STUDENTS

**1,515**  
INDIGENOUS  
STUDENTS

## Our institution

With a history dating back to 1963, Okanagan College has been embedded in the social, cultural and economic fabric of the region for over a half-century. The institution provides post-secondary education and training to the Okanagan, Shuswap and Similkameen regions and has a strong reputation for excellence in learning and teaching through its wide range of academic, career, continuing education, developmental, trades and vocational programs.

The College's catchment area extends from Osoyoos and Princeton in the south and west to Mica Creek and Revelstoke in the north, covering an area of 37,750 km<sup>2</sup> and serving a population of nearly 400,000 people. Each year, approximately 16,000 individual students attend Okanagan College in programs spanning an array of areas such as Arts, Science, Business Administration, Computer Information Systems, Health and Social Development, Adult Upgrading and in niche areas such as Viticulture, Animation and Sustainable Construction Management Technology. Also offering vocational training, Okanagan College is the second largest trades training institution in B.C.

The latest chapter in Okanagan College's history began in 2005, when Okanagan University College evolved into two separate institutions: Okanagan College and UBC Okanagan. Okanagan College has since grown significantly, with rapid expansion in almost all program areas.

Known for its easily identifiable red logo, the College's brand has taken a firm hold in the business and social fabric of the region. Many have attributed this to the College's focus on partnerships and outreach, while meeting student, community and employer needs. With an annual operating budget of over \$125 million and more than 1,000 employees, OC is a significant contributor to the regional economy.





## Indigenous OC

Okanagan College respectfully acknowledges that our Penticton, Kelowna and Vernon campuses are located on the traditional and unceded territory of the Syilx Okanagan people, our Salmon Arm campus is located on the traditional and unceded territory of the Secwepemc, and our Revelstoke centre is located on the traditional and unceded territories of the Ktunaxa, Secwepemc, Sinixt and Syilx Okanagan peoples.

---

## Our Commitment to Reconciliation

Okanagan College recognizes that as an institution, we are part of the educational and social fabric of the region, and that we have both the opportunity and responsibility to support and empower OC learners and employees to be positive agents of dialogue, knowledge sharing and change.

Our mission is to transform lives and communities. It is the people of Okanagan College who bring this mission to life, and who have the ability and the agency to do so for the betterment of our world. We recognize that this mission cannot be fully achieved without strong commitment to – and action toward – reconciliation.

Okanagan College is committed to full engagement in the Calls to Action of the Truth and Reconciliation Commission. OC strives to be a place where all students, staff, faculty and visitors can learn from the deep knowledge and traditions of Indigenous communities and from the effects of colonialism. And from this knowledge, contribute ideas and perspectives to guide our collective effort and action to decolonize our society and work toward reconciliation.

We recognize that communication, knowledge, understanding, awareness and action all play a role in reconciliation and lead us to a more inclusive, equitable and just society. We also recognize that the ongoing systemic racism experienced by Indigenous people of Canada continues in innumerable ways.

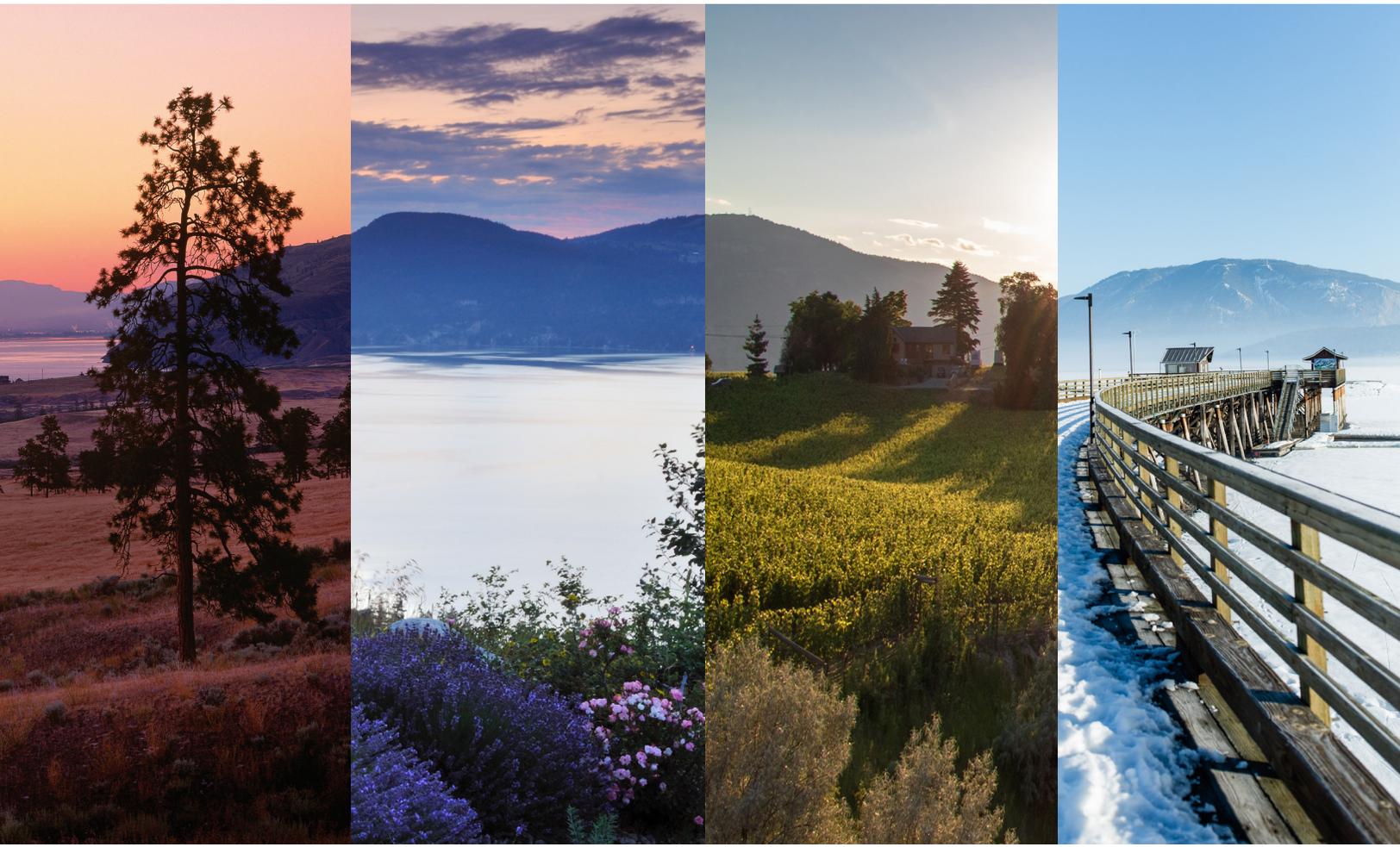
As many Indigenous and non-Indigenous people across the country and the world have pointed out, the Residential School System in Canada is not history. It is not a relic of the past. The legacy of the system continues in the lived experience of pain and suffering still felt, and that will be felt, by the survivors, their families and all those impacted by it, for generations into the future. We acknowledge the trauma that exists and persists, and commit to listening, learning and acting in ways that support Indigenous members of our community in the process of healing.

## Our supportive learning environment

Okanagan College offers a comprehensive range of support services for students, from mental health and well-being activities, counselling and recreation programs to academic assistance through Student Success Centres. The College is dedicated to providing culturally relevant support to Indigenous students as they journey toward their personal, educational and career goals. Thoughtful Indigenous spaces can be found on each of OC's four campuses, including Aboriginal Student Centres, the gathering place in Salmon Arm, and three Indigenous outdoor gardens: na'ʔk'wulamən garden in Kelowna, K'nmałka? Sənqâłtən garden in Vernon, and a new Indigenous garden in Penticton.

This network of support extends to our employees as well. OC's Learning and Applied Research department offers workshops and training on the latest classroom tools and technologies available to enhance the learning experience. Professional development opportunities are available and the Research Innovation Partnerships Expo (RIPE) is held annually in spring to showcase applied research throughout the region. You also won't want to miss when the Okanagan College community comes together each year for Connections, a conference for employees across all campuses to gather, share ideas and information and strengthen bonds across the institution.





## The region

### WE LIVE WHERE OTHERS COME FOR VACATION

The region is rich in Indigenous culture, sun-soaked valleys surrounded by sweeping grasslands, and connected throughout by water.

The fruit and wine producing Okanagan Valley stretches 200 km south from the Shuswap Lake region to the US border. Okanagan Lake at 135 km anchors the region with an abundance of recreational opportunities. Wineries, beaches, golf, and winter sports complement the urban energy and cultural amenities of Kelowna, the vibrant economic hub of the valley and home to Okanagan College. With over 2,100 hours of annual sunshine, the climate is comfortable all year round. The landscape is as varied as the tallest peak in the Canadian Rockies to the semi-arid climate of the Okanagan desert.

# The opportunity

## Associate Vice President, College Relations

### Position summary

The Associate Vice President, College Relations (“AVPCR”) is a key trusted advisor to the President and a member of the Okanagan College executive team. As a member of the executive team, the AVPCR plays a key role in the strategic direction and long-range planning for the College and participates in the overall management of the institution.

The AVPCR is the primary individual responsible for the College’s activities related to the positive stewardship of various internal and external relationships held by the College. The AVPCR works directly and proactively with the President, the Board, funding agencies, politicians, government agencies and affiliated stakeholders to positively profile Okanagan College. This includes serving as the key contact with the Ministry of Advanced Education Skills and Training Communications and Public Engagement department.

Key responsibilities within the position’s portfolio include providing institutional leadership in marketing and communications, alumni relations, government relations and in maintaining the College’s reputation. The AVPCR is also responsible for planning and developing operating and capital budgets, unit plans, risk registers and mitigation plans, policies and procedures within their areas of responsibility.

### Who we are seeking

The ideal candidate will be an individual who can effectively manage at the strategic and operational levels on a day-to-day basis and while managing critical situations. The AVPCR is required to be experienced in dealing with the complexities of a post-secondary landscape, possess an inclusive, collaborative leadership style, and be able to make decisions and drive initiatives to completion in a fast-paced, dynamic environment while maintaining a collegial attitude and approach across the College. An experienced team leader who can inspire, grow, mentor, and recognize staff, the successful individual should possess sufficient expertise within their area responsibility to assist the Board and staff with making complex decisions, and build engagement across the College by leveraging the considerable expertise and strength that exists within the institution.

### Functions and duties

#### Leadership and administration

1. Contributes to the strategic analysis, development and decisions pertaining to matters of pan-institutional importance and relevance
2. Develops and oversees implementation of Okanagan College’s government, community and media relations policies, consistent with the College’s strategic directions

### External reputation and marketing

3. Oversees the implementation of regional, provincial, national and international marketing, communication and engagement strategies, programs, and activities to promote Okanagan College
4. Proactively seeks opportunities to enhance the College's reputation throughout the region
5. Represents Okanagan College externally when appropriate maintaining high visibility with potential influencers
6. Establishes marketing and communications guidelines to ensure high quality materials, effective presentations, and consistent messaging; assists departments to adhere to established standards in all marketing efforts including advertising and publications
7. Anticipates the need for, and leads the development of, marketing and communication strategies to support student recruitment, increased market/stakeholder awareness and positive public image

### External partnership stewardship

8. Works with College Leadership to implement a co-ordinated community engagement framework that mobilizes respectful and reciprocal relationships with partners throughout the region
9. Works with College Leadership to implement an external relationships coordination strategy to ensure that external College relationships are connected pan-institutionally so that a coordinated approach can be applied to stewardship efforts with external stakeholders
10. Builds partnerships and collaborative working relationships with a wide variety of external stakeholders

### External communications

11. Works with College Executive Team to implement the College's overall external communication strategy
12. Identifies high-profile issues pertinent to the College and recommends issues management communication strategies to Executive Leadership
13. Oversees and manages communication needs related to complex or highly sensitive scenarios
14. Cultivates and maintains relationships with media
15. Oversees and is responsible for the College's digital presence

### Internal communications

16. Works with College Executive Team to implement the College's overall internal communication strategy
17. Responsible for the delivery of pan-institutional communications in collaboration with the appropriate department or unit leader

### Alumni relations

18. Liaises with the Okanagan College Alumni Association, keeping abreast of trends that affect alumni relations so the College as well as the Association are well positioned to take advantage of emerging opportunities.

### Government relations

19. Maintains effective relationships with elected and appointed municipal, provincial and federal government representatives
20. Supports the Office of the President in implementing Government Relations strategies

### Institutional events

21. In collaboration with the presenting unit or department, has high level oversight and coordination of pan- institutional events

## Knowledge, skills and abilities

- Ability to anticipate issue development and construct appropriate pre-emptive action and issue-management strategies
- Ability to build consensus, make decisions and implement solutions independently and appropriately
- Ability to implement directives, provide operational oversight and manage staff
- Knowledge of regional, provincial and national issues and an ability to assess or forecast how those may impact Okanagan College's activities
- Demonstrate an effective and positive management style
- Ability to work effectively with elected and appointed Boards
- Ability to develop and manage budgets
- Demonstrated effective communication skills at an advanced level

## Education and experience

Minimum of a Bachelor's degree is required; Master's degree preferred. A minimum of ten years senior management experience in Marketing, Communications, Public Relations, Journalism or related discipline. Experience in a post-secondary environment an asset

## Compensation

A competitive compensation package will be provided including an attractive base salary and excellent benefits. Further details will be discussed in a personal interview.

## Diversity

Okanagan College is committed to increasing the equitable and inclusive participation of marginalized people in all aspects of college life. We welcome and encourage applications from Indigenous Peoples, Black, members of racialized people/visible minorities, people with disabilities and people with diverse gender identities/expressions.



## Contact

To get started or more information

Dr. Neil Fassina, President  
President's Office | Okanagan College 1000 KLO Rd.,  
Kelowna, B.C., V1Y 4X8 Phone: 250-762-5445, ext. 4715  
Email: [president@okanagan.bc.ca](mailto:president@okanagan.bc.ca)

