

Director, Professional Development (DPD)

Position Summary

Reporting to the Senior Director of Legal and Government Affairs, the DPD is responsible for the overall development, delivery and effective operation of the National PD curriculum covering both substantive legal programs and law practice matters. In the performance of his/her duties, the DPD will interact, at all levels and to varying degrees, with a broad range of actual and potential stakeholders including, inter alia, CBA Executive and staff, the Continuing Legal Education (CLE) Committee, CBA members, the general public, outside suppliers, National Sections, Conference and Standing Committee representatives and others. This is a critical, senior level role requiring leadership and communication skills, the ability to manage a team and the ability to work effectively at both a strategic and operational level.

Position Responsibilities

Working with and through a team of four, the DPD is responsible for:

Program Management

Broad program management responsibilities include the following:

- a. Development and implementation of the CBA National PD/CLE program (Fall/Spring seminars, on-line and Annual Canadian Legal Conference Programs);
- b. Working through and with the National CLE Committee, on-going development and implementation of the strategic plan for PD/CLE;
- c. On-going review, analysis and assessment as to what types of PD/CLE related services and programs-including offline and online offerings-can and should be offered by the CBA;
- d. Development and approval of yearly financial projections for the Department;
- e. Development and implementation of Department and Program budgets and the achievement of financial targets in accordance with budgets and policies;
- f. Development and implementation of PD/CLE related policies and procedures;

Seminar Development

Broad seminar development and delivery responsibilities include the following:

- a. Development and implementation of program ideas through liaison with CBA stakeholder groups and staff;
- b. On-going awareness, review and analysis of competitive offerings in the PD/CLE area;

- c. Ensure that programming is in accordance with CBA policy and consistent with broader CBA objectives and guidelines
- d. Review program proposals for the purpose of assessing the probability of financial success and pedagogic structure of the program; make recommendations to CLE Committee in respect of same;
- e. Determine and implement the appropriate format for each seminar;
- f. Ensure the planning and effective delivery of an effective and successful PD/CLE curriculum for the CBA's Canadian Legal Conference

Promotion and Marketing

Broad promotion, marketing and advertising responsibilities include the following:

- a. Develop and implement a cohesive and effective promotion and marketing strategy for PD/CLE, consistent with CBA marketing strategies, policies and resources;
- b. Work with the CBA Communications and Marketing Departments to implement the PD/CLE promotion strategy and to design and develop the appropriate publicity and promotional materials (program brochures, calendars, publications);
- c. Identify target markets and ensure effective delivery of promotional and marketing material;
- d. Identify, target and contract with preferred suppliers, suppliers, sponsors and others, as appropriate, for each seminar and program.

Program Implementation and Review

Broad program implementation responsibilities include the following:

- a. Develop procedures and policies and supervise staff in the implementation of the administration and logistics of the delivery of programs.
- b. Provide reviews, analyses and reports on all PD/CLE activities, developments, programs and conferences as required.

Staff Management

Broad staff management responsibilities include the following:

- a. Lead and manage a team of varying levels and sizes (currently five) in the development and implementation of PD/CLE strategy, policy, programs and day to day operations;
- b. Responsible for hiring, training, motivating, morale, supervision, guidance, delegation, instruction, discipline, team work, interpersonal relations and compensation within the Department;

- c. Report to and work in close conjunction with the Senior Director in respect of the carrying out of all responsibilities and duties as DPD; Provide the Senior Director with all appropriate information relating to PD/CLE on a timely and effective basis; Carry out all other instructions and duties as specified from time to time.

General Responsibilities and Duties

In addition to carrying out any related activities, duties and responsibilities not specified above but which may be required in the performance of this position, the DPD is required to:

- a. Serve as staff liaison to the CLE Committee and ensure effective functioning and implementation of the Committee's mandate;
- b. Oversee the conduct of research and development with regard to new technology and its potential application and integration in the design and delivery of PD/CLE;
- c. Work with regulatory bodies to obtain accreditation for CBA PD/CLE programs in mandatory CLE jurisdictions or where E&O credit is given for attendance;
- d. Liaise with Branch and other PD/CLE providers to ensure minimum of overlap and duplication in programming;
- e. Develop effective relations with other PD/CLE providers

DPD Human Relations and Interactions

In this position the DPD is expected to effectively enter into and conduct a variety of integrated personal/professional relationships and human interactions, of differing complexity and degree, as follows:

Internal

- a. Interact with the CBA Senior Management Team and all CBA personnel in an effective and appropriate manner;

External

- b. Interact, inter alia, with Senior officers, CBA members, other lawyers at all levels of experience, the general public, all levels of government, other PD/CLE organizations and providers, suppliers and sponsors, other national and international organizations, other stakeholders and other interested parties.

Qualifications, Skills and Professional Requirements

- a. Educational and Professional Requirements

- i. Law degree from a Canadian University.
- ii. Member in good standing of a Law Society of a Province of Canada.
- iii. 5 or more years of experience in the practice of law.
- iv. Experience in PD/CLE development and delivery.

b. Leadership and Teamwork skills

- i. This is a leadership position requiring effective teamwork. Ideally, the candidate will have strong leadership skills and experience and a track record in leading a small team in the successful achievement of multiple professional goals.
- ii. Requires the ability, as a leader, to develop a cohesive vision and strategy and the ability to implement that vision and strategy through the team but within the context of a larger organization.
- iii. Requires the ability to articulate vision, strategy and goals, to develop consensus in respect of same and to oversee their effective implementation.
- iv. Requires the ability to work effectively as part of a larger team, to work with and report to a supervisor, and to follow such instructions, guidelines, policies and informal practices as may be appropriate.

c. Management Skills

- i. This position requires the ability to effectively manage a small team of professionals with varying degrees of skills, experience and qualifications. Ideally, the candidate will possess effective management ability so as to ensure the smooth functioning of both the team as a whole and of the individuals in respect of their specific needs.
- ii. Requires the ability to make effective judgments as appropriate and in accordance with CBA practice or to seek guidance and advice from more senior or specialized resources;
- iii. Requires the ability to carry out any other management related tasks in an effective manner.

d. Financial Skills

- i. This position requires strong financial planning and budgeting skills. The candidate will have experience in the design and implementation of a budget and financial plan for PD/CLE, complete with agreed targets, goals and expense controls, on an annual or more frequent basis.

- ii. Requires the ability to monitor financial performance and targets on an ongoing basis and make adjustments where required.
- iii. Requires the ability to collect and review financial data related to PD/CLE and to provide reports and information as appropriate in respect of that data..

e. Personal Skills and abilities

- i. This is a challenging position and requires a strong mix of personal and professional skills and attributes including:
 - 1. Strong verbal and written communication skills,
 - 2. Excellent research, writing and editing skills,
 - 3. Effective interpersonal skills, including tact and diplomacy,
 - 4. Effective ability to make sound decisions,
 - 5. Self motivated,
 - 6. Ability to work with minimal supervision,
 - 7. Ability to work with all professional levels,
 - 8. Ability to work within the structure, guidelines, policies and practices of the CBA as an organization,
 - 9. Ability to plan, organize and prioritize assignments and to work independently,
 - 10. Ability to carry out project management from start to finish,
 - 11. Ability to work as a team member with both professional staff and volunteers,
 - 12. Ability to work under pressure,
 - 13. Ability to multi-task,
 - 14. Financial and administrative ability, including budgeting ability and responsibility,
 - 15. Ability to understand and respond to developing and current technologies and their potential use in CLE,
 - 16. Ability to work overtime and to travel as circumstances warrant.

f. Language Skills

- i. The ideal candidate must have the ability to work effectively in both French and English.

Impact

This position is in frequent contact with CBA members and the general public. Similarly, the programs for which the DPD is responsible are highly visible and the successful outcome of those sessions reflect favorably upon the organization.