

Support Job Position Description

Section I: Position information

Effective date	2026-08-12	☒ Update only	☐ Classification review
Position title	Client Relations Specialist		
Position number	999537		
Classification level	Range 1		
Position affiliation	☒ AUPE ☐ Excluded		
Location	Virtual - Alberta		
Department	PowerED, Provost and VP Academic		
Reports to	Product Marketing Lead		

Position summary

Briefly describe the main purpose(s) of the position.

The Client Relations Specialist is a member of the PowerED by Athabasca University Unit, an entrepreneurial unit tasked with developing, promoting, and marketing in-demand corporate training and professional development opportunities to the non-profit, corporate, and government sectors. As an entrepreneurial centre, PowerEd draws on the combined business, professional training, and course and program development expertise of its members to generate new opportunities in non-credit organizational and professional training through establishing partnerships with organizations outside the education sector.

The Client Relations Specialist supports the work of the unit in sourcing corporate, government, and non-profit organizations as prospective partners for AU's corporate training and professional development programming. The incumbent will research potential partners, assist with corporate visits, prepare sales packages, create specialized offers/content areas for corporate partners, and onboard new partners/students.

The Client Relations Specialist serves as a first point of contact for prospective clients and students, providing detailed information and selling features on PowerED's non-credit corporate training and professional development opportunities. The Client Relations Specialist will carry out activities supporting the development and delivery of professional development programming with corporate, government, and non-profit clients.

Duties and responsibilities

Organize by key responsibility area and include % of time spent where possible.

Client Development

- Works directly with team members to conduct market research, write reports, strategize on target markets, and engage in client outreach for corporate training and professional development opportunities
- Provides prospective partners and students with information about AU's corporate training and professional development programming including key selling points, program and course offerings, delivery methods and options, admission and registration policies and procedures, fees and financial assistance, and competitors' program selling features including the similarities and differences to AU's products
- Prepares for new prospective partner meetings by providing briefing notes, assembling sales packages, and other duties as required
- Represents the PowerED Unit at corporate events, tradeshow, meetings, and other external activities where there is an opportunity to promote and sell the unit's corporate training and professional development programming
- Works in collaboration with the Product Marketing Lead to create client materials, including the creation of tailored sales packages, custom websites, AU-branded merchandise, brochures, letters, and other communication and marketing materials
- Supports the unit's marketing and student recruitment initiatives, including tracking, reporting, and quality assurance

Client Support

- Through webinars, on-site presentations, and other forms of communication, the incumbent onboards and orients new corporate, government, and non-profit partners to corporate training and professional development programming at AU
- Answers client/student questions as they relate to professional development courses and programs
- Assists with the registration process for corporate training and professional development
- Troubleshoots for clients enrolled in corporate training and professional development programming and liaises with other AU faculties and centres as appropriate to resolve issues
- Engages current and former partners to sell additional corporate training and professional development programming

Administration

- Completes administrative duties relating to the development and maintenance of corporate, government, and non-profit partnership agreements
- Assists with drafting partnership proposals

- Maintains a database of current and potential corporate and professional development partners
- In collaboration with the Product Marketing Lead and Business Insights Lead, this team member assists in tracking, monitoring, and evaluating partnerships
- Assists with funding opportunities, such as the Canada Job Grant
- Collects client and/or learner testimonials for print and web based communications. Makes initial contact with clients/students and continues the contact throughout the writing process. Ensures student participation is FOIPP compliant.

Occupational health and safety

Employees:

Responsible to participate in the AU OHS program as required.

Supervisors:

Responsible for awareness of one's OHS Responsibilities as an AU employee and supervisor, for participating in the AU OHS Program as required, and for ensuring the participation of employees in the AU OHS Program as required.

See: <https://ohs-pubstore.labour.alberta.ca/li008>

Classification factors

Context and complexity

This position requires a highly motivated, service-oriented individual who can coordinate a wide range of activities simultaneously and work well under pressure. The person must be able to work in an environment that can have frequent interruptions and must be able to organize and adjust one's workload accordingly. This position requires excellent oral and written communication, time management, organizational, and interpersonal communication skills.

The incumbent must continually ensure that a positive image of the university is maintained and enhanced. The job is not just to impart information, but to position corporate training and professional development to prospects and provide service to current students in professional development courses.

The incumbent must also know how to prepare appropriate business correspondence in both electronic and print-based formats. The incumbent must have a demonstrated aptitude to create documentation aligning to established unit metrics related to partnerships and professional development course delivery. The incumbent must also be able to interpret and analyze such metrics in relation to resources allocated.

This position must be able to provide partnership development support through strategic research and analysis. This position provides support to multiple initiatives that occur simultaneously, and has a heavy, complex and varied workload.

The incumbent requires sound knowledge of all AU corporate, non-profit and government partnerships; related corporate training and professional development offerings; and all related AU policies and processes. It is essential that the incumbent keep abreast of program regulations and market trends that affect client recruitment, marketing and partnership initiatives.

The individual must also possess good problem-solving skills yet know when to escalate problems outside the person's scope to resolve.

From a technical perspective, the incumbent must possess proficient computer skills, including skills working in various Microsoft Office applications. As the department adopts new AU-supported systems, the incumbent must be able to learn, adopt and interpret these new systems quickly.

Work problems

The incumbent must work as part of a team to assess potential client concerns and objectives and develop solutions that AU can deliver on. Creativity, problem solving, and careful listening are skills that are required to solve these problems.

The incumbent must work well under pressure and perform within set deadlines that cannot be deviated from. Accurate data entry is a must.

Authority

Following general guidelines and working under minimal supervision, there is the need for sound judgment and decision-making abilities in interpreting and communicating information about the university's non-credit professional development courses, programs, services, policies and procedures as well as competitors' programs, courses, costs, schedules, etc.

The accuracy and tone of communication is significant in serving students and providing corporate support. Poor communication or level of customer service could have a major impact on the university's operations and revenue generation.

Contacts and communications

Signatures for section I

Incumbent signature		Date Select a date.
Supervisor signature		Date Select a date.

Section II: Qualifications

Qualifications

Includes education, experience, skills, abilities, and any other special qualifications required. The qualifications relate to the position not the incumbent.

- At a minimum, an undergraduate degree in business or other related field, plus two years of experience in a post-secondary environment demonstrating a high degree of interpersonal, oral and written communications skills as well as organizational, time management and customer service skills.
- Ideally, the incumbent will have experience working in a corporate environment and/or with corporate partners. Experience working in student services is a strong asset. Experience in market research and competitor tracking would be an asset.
- The position requires outstanding oral and written communication skills as well as a friendly yet professional demeanor. The incumbent must have a strong service orientation and be able to present the university's corporate training and professional development programming in an objective and highly professional manner. The incumbent should be a self-starter and team player.
- The role requires proficient computer skills with a solid grounding in the use of the most common database, word-processing, and spreadsheet applications, and must be able to generate statistics and reports using the applications.
- The ability to interpret data is an asset, as is experience in and knowledge of partnership development and relationship building. Incumbents must demonstrate an ability to provide a high level of customer service.
- An equivalent combination of education and experience may be considered.

Signatures for sections I and II

Department Head signature		Date Select a date.
Executive Officer signature		Date Select a date.

Human Resources review		Date Select a date.
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