



Academic Director*

AUI Global (Al Akhawayn University's
Virtual Campus)

* Or whatever innovative title you want/seek/need

Candidate Pack

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01. Executive Summary

Al Akhawayn University in Ifrane, Morocco (AUI) is seeking an entrepreneurial and visionary leader possessing deep expertise in online pedagogy and learning technologies to serve as the founding Academic Director of AUI Global, with an anticipated start date of mid-2026.

AUI is an independent, not-for-profit, English-medium institution of higher education, established by Royal Decree in 1995. Grounded in a US-modelled liberal arts and sciences tradition, the University is recognized for its emphasis on experiential learning, academic excellence, employability, and global citizenship.

AUI Global is the University's newly established virtual campus, created to extend AUI's academic mission beyond its residential campus in Ifrane. The founding Academic Director (although this role title is open for discussion) will play a central role in leading the academic development, approval, and implementation of new degree and certificate programs scheduled to launch in Fall 2026.

The Academic Director will report academically to the Vice President for Academic Affairs (VPAA) and operationally to the Lead Executive of AUI Global.

The appointment is open to candidates based globally, provided they are available for synchronous collaboration during standard GMT working hours, and for periodic in-person engagement in Morocco.

To apply please [click here](#).

The deadline for receipt of applications is midday (Morocco time) on Monday 9th March 2026.



02. About Al Akhawayn University

Founded by Royal Decree (a 'Dahir') in 1993 by His Majesty King Hassan II of Morocco, AUI is an independent, public, not-for-profit university established on the American liberal arts model. The institution opened its doors to students in January 1995 and is now celebrating its 31st anniversary.

AUI was first accredited by the New England Commission of Higher Education (NECHE) in 2017 and reaffirmed for ten years in 2022. As the only English language institution of higher education in Morocco, and one of only three US-accredited universities on the African continent, AUI is a beacon for the liberal arts in the MENA region.

The University serves primarily undergraduate students while also offering a select portfolio of master's programs.

AUI's mission is guided by principles of human solidarity, tolerance, and global responsibility, reflected in its academic programs, governance structures, and institutional culture.

AUI has modelled its administrative, pedagogical, and academic organization on the American university system, and English is the language of instruction..

For more information, visit www.aui.ma



AUI's Ifrane campus in the snow

03. About AUI Global

Scheduled to launch in Fall 2026, AUI Global will offer credit-bearing degree programs and professional certificates delivered through virtual and hybrid modalities, developed in alignment with AUI's academic standards, accreditation framework, and liberal arts mission.

Distinguishing features of AUI Global include:

1. a strong emphasis on work-integrated learning and sustained collaboration with industry and external partners;
2. its position as the first fully virtual campus of its kind in Morocco.

Through the strategic use of educational technologies, artificial intelligence, and innovative pedagogical models, AUI Global aims to extend high-quality liberal arts education to learners unable to attend the residential campus. Initial enrolment is projected at approximately 200 students, with planned growth to 5,000 learners by 2030.

For more information, visit www.auiglobal.africa





04. Role Description

The Academic Director will serve as the founding chief academic officer of AUI Global, with responsibility for academic leadership, curriculum oversight, faculty development, and the maintenance of academic standards across all virtual, hybrid, and technology-enhanced programs. They will ensure that AUI Global operates fully within the University's academic policies, governance structures, and accreditation obligations.

Key responsibilities include:

- supporting market development for distance learning programs in collaboration with external organizations and industry partners.

Strategic Leadership and Program Development

- providing academic vision and leadership for the growth and expansion of AUI Global's online and hybrid programs;
- leading strategic planning and ensuring alignment with the University's mission, academic standards, and NECHE accreditation requirements;
- overseeing the development, approval, and launch of new degree and certificate programs in collaboration with faculty, academic units, and governance bodies;
- identifying and implementing emerging pedagogical models and learning technologies that enhance instructional quality and student outcomes;

Academic Quality Assurance and Accreditation

- ensuring that all programs comply with NECHE accreditation standards and relevant institutional, national, and international regulations/guidelines;
- leading the preparation and submission of substantive change requests and related accreditation documentation to NECHE for new program offerings;
- overseeing quality assurance processes for online, hybrid, and HyFlex modalities, including internal peer review and continuous improvement initiatives;
- monitoring and assessing program effectiveness through data-driven evaluation of student success, retention, and satisfaction metrics.

Faculty and Staff Leadership

- recruiting, appointing, training, supervising, and evaluating faculty and academic staff to support and deliver AUI Global programs;
- promoting faculty development in online pedagogy, instructional design, assessment, and inclusive teaching practices;
- fostering high morale and a supportive academic culture through mentorship and collaboration; providing direct supervision to Program Directors and coordinating academic and operational teams.

Operations, Resources, and Partnerships

- overseeing academic operations, budget planning, and the allocation of resources for AUI Global programs;
- ensuring effective management of the Learning Management System (LMS), student academic support services, and instructional technologies;
- developing and managing partnerships, articulation agreements, and collaborations with accredited institutions and industry partners;
- supporting institutional advancement efforts, including grant development and external funding initiatives.

External Relations and Representation

- representing AUI Global to industry partners, governmental agencies, accrediting bodies, and international organizations;
- engaging alumni and external stakeholders in support of institutional goals and student success;
- performing additional duties as assigned by senior leadership.



05. Person Specification

We are seeking a senior academic leader with demonstrated experience in online and non-traditional education, accreditation processes, and institutional growth initiatives.

Candidates should be able to demonstrate evidence of the following:

- an earned doctorate or terminal degree from an accredited institution;
- a record of progressively responsible academic leadership, typically demonstrated through service as a department chair, program director, associate dean, or equivalent role;
- experience with online, distance, hybrid, or non-traditional higher education delivery;
- demonstrated expertise in online pedagogy, learning technologies, and instructional design;
- a strong record of academic leadership, project management, and cross-functional collaboration;
- a demonstrated passion for 'Student Support and Success' and 'Student Experience';
- enthusiasm about working with employers to integrating learning into the workplace;
- excellent written and oral communication skills and demonstrated intercultural competence.

The following additional attributes would be desirable, but are not considered essential:

- experience in liberal arts and sciences institutions, particularly those following US or UK academic models;
- scholarly, pedagogical, or administrative engagement with emerging domains relevant to digital education, such as artificial intelligence or learning analytics;
- prior experience of work-based learning and integrating courses into work at company sites (eg. co-ops in the USA or Alternance in the EU);
- experience with US regional accreditation processes, preferably NECHE or an equivalent;
- experience working in Arab, Francophone, African, or other international contexts;
- demonstrated success in developing industry partnerships and work-integrated learning models;
- knowledge of accessibility standards applicable to online education (e.g., WCAG, ADA);
- proficiency in French and/or Arabic.



06. Appointment Details and How to Apply

Al Akhawayn University is being assisted in this appointment process by the international executive search firm Society.

Applications should consist of:

1. a thoughtful covering letter (ideally no longer than two pages), addressing the criteria in the Person Specification;
2. an up-to-date curriculum vitae;
3. names and contact details of three referees (although referees will only be approached at the final stage of the process, and only with your express permission).

General advice on how to write a **strong covering letter** and a **strong CV** can be found on our website.

To upload your documents via Society's website, [click here](#).

The deadline for receipt of applications is midday (Morocco time) on Monday 9th March 2026.

Shortlisted candidates will be invited to interview on during March.

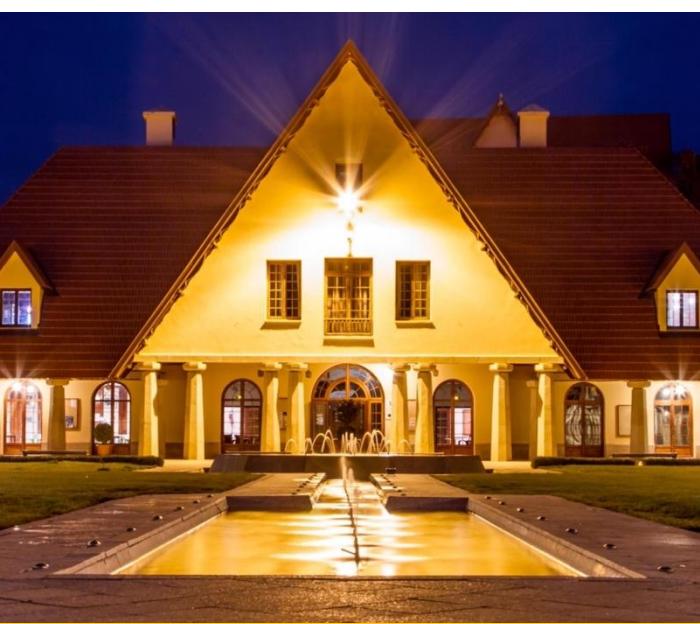
An appointment will be made subject to receipt of satisfactory references. The appointed candidate will be offered a salary commensurate with their

experience and the seniority of the role. Additional benefits would be available for candidates residing in Morocco and may include housing support, health care coverage, retirement benefits, and tuition benefits for dependents, subject to institutional policies.

The appointment is hybrid/remote, with flexibility regarding country of residence, provided availability during standard GMT working hours. AUI Global will cover up to four round-trip economy-class air tickets annually for the Director and one accompanying family member for required travel to Morocco.

We are committed to ensuring that anyone can access our application processes. This includes people with hearing, sight, mobility, and cognitive impairments. Should you require access to this document in an alternative format, wish to apply in a different format, or need any other reasonable adjustments made for you (including at interview), please contact us at inclusion@society-search.com. We also welcome suggestions or comments about any more general access improvements we should consider.





Society is a global executive search firm and a certified B Corporation. 10% of our profits go to charitable causes through The Society Foundation. With colleagues in the United Kingdom and New Zealand, we solve senior hiring challenges for responsible businesses and purpose-driven organisations around the world.

We believe that the right candidate, placed in the right organisation at the right time, can initiate a chain reaction of transformative change that will help to deliver a more inclusive and sustainable future.

