Position Title: Director of Learning and Education

Department: Learning and Education
FLSA Status: Exempt

Reports to: VP of Practice & Learning
Last Reviewed: March 2023

Supervises: Distance Education Manager; Project Manager, Programs; Product Manager; Continuing Education and Accreditation Manager; Publication Manager & Editor

BASIC FUNCTION

Reporting to the VP of Practice & Learning, the Director of Learning and Education is responsible for directing the strategy, operations, and tactics in areas of distance learning, continuing education accreditation, and educational publications. Will assume a leadership role in guiding the strategic direction of the association's educational content and initiatives to increase membership and non-membership revenue. Will collaborate closely with other departments to meet organizational goals and objectives by working to advance the mission through increased customer satisfaction with ADCES products and services. Responsible for assessing opportunities for new product development in learning and education, with the goal of driving sales and revenue through innovative and customer-valued products and services. Will also represent ADCES through collaborative relationships and alliances with external stakeholders.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Increases brand awareness of educational products and services and publications through commitment to high quality and by ensuring consistency of messaging, content delivery, and publication format.
- Expands, updates, and reviews all processes and procedures pertaining to content, publications, and distance education on a regular basis; and that includes acquisition, scheduling, production costs, budgets, inventory, and distribution.
- Develops and manages the department’s operational budget, paying special attention to revenue objectives. Regularly monitors department expenses, evaluating financial reports and seeking outcomes that meet or exceed department revenue goals.
- In cooperation, consultation, and collaboration with other department leaders, develops annual plans that integrate new product development, product marketing strategies and sales opportunities for success.
• Oversees publication activities for all current and new products in both print and digital format.
• Maintains contacts with other diabetes and healthcare-related organizations for new products and distribution of ADCES publications.
• Oversees CE accreditation efforts and ensures Association’s ongoing compliance with and quality improvement of Joint Accreditation standards through collaboration with other leaders and SME’s.
• Regularly interfaces with staff in all areas of ADCES to share best practices and lead strategies for integrating department priorities with corporate objectives.
• Provides input for preparation of ADCES Web site and Knowledge Center.
• Cultivates and maintains collaborative relationships with external parties as it pertains to proposals, bids and contracts with vendors, consultants, authors, editors, and supplier contacts related to publications, and distance education projects and initiatives.
• Represents the Association at other professional organizations, industry, and governmental agency meetings. Enhances the image of the Association in the healthcare industry and reinforces ADCES’ leadership in diabetes education and chronic disease management.
• Monitors performance and administers annual performance appraisals for staff and direct reports. Meets regularly to discuss workload and goals, and provides guidance, coaching, and regular feedback as needed.

KNOWLEDGE, SKILLS AND ABILITIES

• Must possess excellent project management skills, with ability to manage multiple tasks and priorities, preferably in an educational, or an association/non-profit environment.
• Prior budgeting and contract experience required; along with ability to develop a departmental business plan focused on revenue goals and driving results.
• Collaboration, innovation, and negotiation skills essential.
• Ability to forecast and keep up with trends as they pertain to professional publishing and diabetes education; along with ability assist with developing programs, products and services to meet current and future needs.
• Leadership skills required with ability to manage and mentor both individuals and teams.
• Skilled at writing and communicating for education/publishing plans and initiatives.
• Knowledge of diabetes and/or chronic diseases experience preferred.

EXPERIENCE/EDUCATION

• Bachelor’s Degree in a related field required. Advanced education in related area of study preferred.
• Minimum of 5-7+ years applicable work experience, with demonstrated experience and knowledge in adult education, professional development and continuing education accreditation requirements.
• Prior supervisory experience; 3+ years preferred.
• Prior experience in healthcare-related field and associations highly desired.
PHYSICAL DEMANDS

Nature of work requires an ability to operate standard business office equipment. Requires ability to communicate and exchange information, collect, compile and prepare work documents, set-up and maintain work files. Occasional day and overnight travel by air and/or automobile may be required.

WORKING CONDITIONS

Majority of work performed in a hybrid office environment. Position requires availability for extended hours, plus non-traditional hours required to perform job duties. Also requires participation and attendance at organization sponsored events and meetings across the country.