



JOB DESCRIPTION

Position Title: Director of Practice & Learning

Department: Learning and Education

FLSA Status: Exempt

Reports to: Chief Science and Practice Officer

Last Reviewed: June 2025

Supervises: Senior Manager, Webinars and Workforce Training, Senior Manager, Continuing Education & Accreditation, Senior Manager, Live Learning & Business Development, Distance Education Manager, Publication Manager & Editor

BASIC FUNCTION

The Director of Practice & Learning will oversee educational content development and distribution, including synchronous and asynchronous learning activities, continuing education and accreditation, and publications, including books and professional practice guidance documents. Director will be responsible for gathering data to identify member and potential member learning needs, directing strategy, operations, and tactics in developing learning activities and managing educational content in the areas of live learning, distance learning, continuing education and accreditation, and educational publications to address identified needs. Will collaborate closely with other departments to meet organizational goals and objectives, achieve content strategy, and advance organizational mission, including increased customer satisfaction with ADCES educational products and services. Responsible for assessing opportunities for new product development in learning and education, to drive sales and revenue growth through innovative and customer-valued products and services, including corporate partners. Will also represent ADCES through collaborative relationships and alliances with external stakeholders as needed.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Increase brand awareness of educational products and services and publications through commitment to high quality, consistency of messaging, innovative instructional design, and content creation best practices.
- Develop and manage the department's operational budget. Review and approve expenses, justifying monthly financial reports provided by the finance department.
- Provide clinical oversight of Annual Conference program.
- Provide clinical support for corporate development projects as needed.
- Expand, update, and review all processes and procedures pertaining to educational content development and publications regularly to optimize ADCES offerings for members and new customers.
- Oversee regular learner assessments to inform content strategy.

- In cooperation, consultation, and collaboration with other department leaders, develop annual plans for new product development and corporate partner content priorities.
- Oversee activities for all current and new publications in print and digital formats.
- Oversee CE accreditation efforts and ensure the Association's ongoing compliance with, and quality improvement according to Joint Accreditation standards.
- Provide input for the preparation of the ADCES Web site and Knowledge Center.
- Oversee management of ADCES subject matter experts network (SME's), including recruitment, onboarding, contracting, engagement, and retention.
- Manage vendor and consultant relationships pertaining to educational content development and publications.
- Monitor staff performance, meeting regularly to discuss workload, provide guidance, support, and feedback, and also conduct annual performance appraisals for staff and direct reports.
- Represent the Association at key professional organization, industry, and other collaborative external agency engagement meetings.
- Act as Staff Liaison for the Professional Practice Committee.

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 are essential.
- Ability to forecast and keep up with trends as they pertain to professional publishing and diabetes education, along with ability to assist with development of programs, products, and services to meet current and future needs.
- Leadership skills required; ability to manage and mentor both individuals and teams.
- Advanced writing and communication skills.
- Knowledge of diabetes and/or chronic diseases experience preferred.

EXPERIENCE/EDUCATION

- Bachelor's Degree in a health-related field required. Advanced education in a related area of study is preferred.
- Minimum of 5-7+ years applicable work experience, with demonstrated knowledge in adult education principles, professional development, and continuing education accreditation requirements.
- Previous supervisory experience: 3-5+ years preferred.
- Prior experience in a healthcare-related field and/or health focused association 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 is performed in an office environment. Organization observes a hybrid work schedule. Position requires availability for extended hours, plus non-traditional hours to perform job duties. Participation and attendance at organization-sponsored events and meetings across the country required.