

## Job Description

**Job Title:** Director of Educational Programs  
**Reports To:** Executive Director  
**FLSA Status:** Exempt  
**Date:** Rev. 11-2017

### Summary

The Director of Educational Programs has overall responsibility for educational programs, which includes conferences and workshops, classroom instruction and on-line learning. Cooperates with volunteer leadership to develop strategic direction and educational content, ensures instructional quality, secures necessary contractors and suppliers, and manages budget (responsible for 50 - 70% of annual revenue).

### Essential Duties and Responsibilities:

**Site Selection:** In coordination with the volunteer Conference Director, select cities and venues based on space needs, and attendance trend data. Ensure that space assignments, food and beverage requirements, and hotel blocks are in line with program growth trends.

**Budgeting and Finance:** Work closely with Director of Finance & Administration to develop and monitor the conference and education budgets. Recommend corrective measures, as needed, to manage revenue and expenses projections. Maintain and report on key metrics/trends in registration, revenue, expenses, etc.

**Vendor & Supplier Management:** Negotiate and oversee contracts for vendors including, but not limited to: curriculum developer, conference decorator, audio-visual, videography, security, photography, and temporary staffing.

**Program Development:** Coordinate and manage the work of the conference planning and technical program committees. With input from committees and leadership, maintain a high-quality program with appropriate balance of education, exhibit hours, and networking. Coordinate and manage the work of the education committee to provide top quality curricula, learning resources, and instruction. Manage contracts with instructors and on-line learning (LMS) provider.

**Hotel Block:** Using trend and growth data as a guide, assess and manage hotel room block commitments.

**Food and Beverage:** Manage food and beverage budget and selection for conference, and work with others, as appropriate, to manage the same for events held in conjunction with conferences (i.e., Board of Directors meeting, special receptions, etc.).

**Sponsorship Deliverables:** Work closely with internal sales manager to ensure sponsors receive the expected ROI, including oversight of deliverables such as logo recognition, podium recognition, and purchased items such as attendee bags, lanyards, and hotel key cards.

**Registration:** Work collaboratively with Registration staff to track numbers throughout the planning cycle and make strategic adjustments, as needed.

**On-site Management:** Coordinate with venues, vendors, instructors/speakers, and staff to ensure event runs smoothly.

**Evaluations:** In conjunction with Events and Education staff, provide feedback to leadership to help continuously improve conference and education programs.

**Print and Web Communications:** Work collaboratively with the Communications department to formulate a marketing plan including development of brochures, show guides, etc.

### **Supervisory Responsibilities**

Supervises specialists in education and conference/event roles. Coordinates extensively with marketing, sales, registration and finance staff, and multiple volunteer units including the Board of Directors.

**Qualifications** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Education and/or Experience**

Bachelor's degree (advanced degree desirable) in education, business, hospitality, or a water related field; plus at least 6 years related experience in education and/or event management. Relevant certification such as CMP or CAE is desirable.

### **Language Skills**

Ability to read and interpret documents such as contracts, safety rules, operating and procedure manuals. Ability to write complex and technical documents such as requests for proposals and specifications for products and services. Ability to translate complex situations or processes into simpler terms for comprehension. Ability to speak effectively before groups of customers or employees of organization.

### **Mathematical Skills**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages. Simple statistical analysis is expected knowledge.

### **Reasoning Ability**

Ability to understand complex situations and problems with multiple variables. High degree of emotional intelligence for interpretation and management of interpersonal dynamics.

### **Computer Skills**

To perform this job successfully, an individual should have knowledge of Internet research, Learning Management Systems, Membership management database, Microsoft Outlook

Personal computer; Windows, MS Office programs (Word, Excel, Power Point, Outlook), Copier/scanner, PC printers.

**Other Skills and Abilities**

- Management and leadership of employees and volunteers
- Strong customer service skills
- Detail oriented with ability to organize work flow, processes, and sequences
- Ability to work under pressure
- Good communication and interpersonal skills

**Physical Demands**

Physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to stand; use hands to finger, handle, or feel and talk or hear. The employee is frequently required to walk; sit and reach with hands and arms. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision and ability to adjust focus. Must be able to sit for up to 3 hours at a time, operating a keyboard and viewing a monitor; must be able to stand/walk short distances for up to 2 hours at a time, with short rest periods.

**Licenses / Certifications**

Must have current driver’s license and ability to operate an automobile. Certification related to adult education or meeting/event management is desirable.

My signature below indicates that I have read, understand, and acknowledged receipt of this job description. I understand that if I have any question at any time regarding any part of the above-stated responsibilities, I may contact my immediate supervisor. The information contained in this job description may be amended from time to time at the sole discretion of the Section.

Can you perform the functions of this job, with or without reasonable accommodations? (An accommodation is any modification or adjustment to a job, an employment practice, or the work environment.)  
\_\_\_\_\_Yes \_\_\_\_\_No

If no, please list accommodation required here:

\_\_\_\_\_

Employee Signature \_\_\_\_\_ Date \_\_\_\_\_

Supervisor Signature \_\_\_\_\_ Date \_\_\_\_\_

*We are an Equal Opportunity Employer. Employment is at-will, and therefore, can be terminated, with or without cause, at any time, at the option of the employee or the Section. Your signature does not modify this at-will employment relationship.*