Job Description: Manager of Education

Supervisory responsibilities: Yes
Budget responsibilities: Yes
Reports to: Executive Director (ED)
FLSA Classification: Exempt, Full-time (40 hours per week)
Version Date: January 2022

Overview:
The primary responsibility of the Manager of Education is ensuring educational excellence through both the online and in-person channels of the Foundation. The Manager is responsible for the development of online and on-site provider education courses, as well as the management of the CME process and the expert faculty for all Education programs. The Manager assists in the development of educational content, evaluation and grant proposals in collaboration with the ED, and in carrying out additional tasks. Additionally, the Manager is responsible for creating a promotional/marketing schedule for all educational events, including webinars, symposia/lectures at National Conferences, and other FWGBD convened events.

The Manager of Education reports to the ED and serves as a member of the Management Team along with the ED and Operations Manager. The Manager may have supervisory responsibilities for other Education staff. The position contributes to the development and implementation of organizational strategies, policies and practices. This position will also interact with the Education Committee Chair of the Board, with the Board of Directors and with the Medical Advisory Committee (MAC).

Workspace Requirements: FWGBD is a teleworking organization, with no co-located office space. All employees work from office space, which they set up and maintain, either in their homes or at other office locations. A computer and necessary software are provided by FWGBD.

Responsibilities:
Coordinate, supervise and manage the development of all existing and new online and on-site provider education courses—Webinars, Case Conversations Journal Club, Ask-the-Expert Video Series, and medical, nursing, and other healthcare provider Society Meeting sessions and symposia that help achieve the Foundation’s vision.

- Online Education includes the development of live Webinars and sessions for the Foundation’s Case Conversations Journal Club Series and Ask-the-Expert Video Series. This includes scheduling faculty and technical consultants, working with faculty, reviewing presentations, and providing QC and technical editing of documents, enlisting outside expert review where needed, rehearsing for live Webcast, and repurposing those programs for archiving on the Website.
- On-site Education includes the development, with expert faculty and special planning committees, symposia, workshops and presentations for medical, nursing, and other healthcare provider national meetings and the Foundation’s biennial conference. This includes scheduling faculty and technical consultants, working with faculty, reviewing...
presentations, and providing QC and technical editing of documents, enlisting outside expert review where needed; adequately, thoroughly rehearsing the faculty to ensure there is no redundancy, and that there is educational excellence and repurposing those programs for archiving on the Website when applicable

- Evaluation of all Education Programs: working with the ED, develop metrics, evaluation methodologies and instruments for each on-line and each on-site Education Program. Prepare evaluation reports on results, outcomes

- Education Planning—all Programs: assist the ED and the Board’s medical members in the development of topics and content to be addressed in the on-line and on-site education programs; developing and maintaining the educational calendar and related documents, and ensuring adequate marketing and communication to ensure each program is well attended

- Educational Event Management: works closely with Program/Event Coordinator on the development of the program and exhibition displays for FWGBD events and conferences, including development of handouts, posters, etc., ensuring AV requirements, booth registrations, ARS capabilities as required, serving as a liaison with venders, etc.

- Education Funding Proposals: contribute to development of key proposals for funding of Education programs and projects, including drafting narratives and program budgets

Develop and manage the accreditation program, ensuring that all webinars and journal club sessions, symposia, workshops, and sessions have the highest quality (ACCME standards) medical (CME) and nursing (CNE or CEU) credits for continuing medical and professional education. Responsibilities include:

- Working with ED, preparing and developing the proposals and syllabi required by the accrediting institution
- Serving as liaison with the accrediting institution
- Developing all necessary on-line and/or on-site education program materials
- Preparing evaluation reports on results, outcomes

Assist with the planning, organization and delivery of educational programs and working groups for the Foundation’s Learning Action Networks. Responsibilities include:

- Providing a wide range support to LANs in response to their needs, including assistance with meeting scheduling, information dissemination, etc.
- Working with ED, LAN Chairs and Subcommittee Chairs to plan annual meeting agendas as well as quarterly meetings
- Managing the development, with faculty, of the workshops and presentations for LAN members
- Ensure the currency of the WGBD LAN’s Intranet content

Ensure the excellence of the Foundation’s Website as a core education tool, which is state-of-the-art, of the highest quality and current. Responsibilities include:

- Work with other staff as necessary to prepare and update content and functionality
- Manage the technology company or consultant engaged to assist in developing functions or different components of the site
- Develop, in concert with Education Committee, staff and the technology company, the next wave of functionality for the Website for the Foundation

Oversee and Contribute to the Foundation’s program marketing and program publicity for its educational offerings

- Ensure the currency of FWGBD Website content related to educational program offerings
- Ensure the currency of FWGBD social media content related to educational program offerings
- Work with Ed and other staff as appropriate on program publicity, development of printed and online education materials, including brochures, guides, flyers, etc.
• Collaborate on programming that relates to FWGBD’s mission, vision, goals, and budget
• Represent FWGBD to the public, members, and other stakeholders at conferences, meetings, and other related events

Strategic Direction: As a member of the management team, work with ED, the Board to set strategic direction in Education for the Foundation.

Administrative Responsibilities:
• Organize and maintain, as back-up, files of all Education Programs—online and on-site offerings
• Assist in improvement of the operational systems, processes, and policies in support of organization’s mission
• Working with Membership Services and Database Manager, who manages the database, ensure quality and currency of the user/registration database and support, where necessary, the Membership programming, including maintaining membership engagement, and recruitment through Education and other program offerings
• Serve as an ambassador for FWGBD at conferences and other company events
• Contribute to the team effort; perform other duties as assigned and requested

Education/Skills/Experience:
• Bachelor’s degree required; Master’s degree in Public Health, Health Education, Sciences, or related field preferred
• 3-5 years’ progressive experience creating educational programs for adults in health/education/non-profit sector
• Prior experience working virtually
• Proficient in Microsoft Office (Word, PowerPoint, Excel); Basic HTML, Adobe Suite (including InDesign and/or Illustrator) a plus
• Proficient in Constant Contact, GoToMeeting, GoToWebinar, Zoom, DropBox
• Demonstrated ability to prioritize, work simultaneously on multiple projects, and complete deliverables according to timelines
• Ability to work independently and self-motivate, and work well as part of a team
• Familiarity with social media for use in promoting advancing educational programs
• Additional needed skills: excellent written, oral communication and e-communication; strong project management; marketing and promotion experience; experience in developing, writing successful proposals – foundation and federal; exceptional organizing skills and time management; program development; analyzing data, synthesizing information; and reporting research results
• Legally authorized to work in the United States

Travel: Requires a minimum of 4 times per year, within the US, to medical/nursing society meetings, annual LAN meetings, and a Board/Staff Retreat.

Other Duties:
This job description indicates in general the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of an incumbent. Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. An incumbent may be asked to perform other duties as required.

ADA Requirements
This job operates in a home or remote office environment. The 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.
• Ability to perform work utilizing a laptop or other standard office computer, printer/copier/scanner, telephone/VoIP and web camera
• This is largely a sedentary role. However, this role requires the ability to receive, inventory, sort and package organizational materials. This would require the ability to lift up to 25 pounds on an occasional basis, and bend or stand as necessary.
• Requires ability to learn new software applications as necessary