



JOB DESCRIPTION

Position Title: Distance Education Manager

Department: Professional Development

FLSA Status: Exempt

Reports to: Chief Operating Officer

Last Reviewed: January, 2012

Supervises: N/A

BASIC FUNCTION

The main function of this position is to manage the development cycle for distance education and professional development programs. This includes: developing budgets; tracking expenses; working with subject matter experts and faculty on content development and instructional design; assisting with marketing plans and descriptions; working with contractors to deliver the programs; planning and executing the implementation of educational offerings such as webinars, webcasts, online programs, and any other educational program delivered at distance; working with key stakeholders to identify, scope, and deliver new distance learning programs.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. **Business Planning:** Continuously monitor sales performance and customer satisfaction; analyze trends in diabetes education to determine if offerings meet customer needs, develop short and long term business plan for distance education programs. Stay abreast of new technologies to improve delivery and reduce costs. Understanding of product marketing and product lifecycles.
2. **Project Management:** Provide project management and instructional design expertise as needed in developing, implementing, enhancing, and maintaining distance education programs (including online courses, webinars, webcasts, and enduring materials).
3. **Content Management:** Works closely with subject matter experts to ensure that information is accurate and relevant for the target audience, and identifies

appropriate instructional design strategy and delivery methods based on target audience and subject matter.

4. **Program Production:** Manages the production and implementation of distance education programs, including development of project production schedules, vendor relations, scheduling, entry into iMIS, materials development, records management, and fiscal management.
5. **Financial Management:** Develop annual operating budget for each program. Maintain appropriate budget records. Review and code service related invoices for payment.
6. **Administration:** Develop project documentation and statistical reports on distance education offerings (attendance/sales). Analyze evaluation data and distribute report to staff, speakers and committee members as appropriate. Develop and manage efficient and effective file management for all program records. Maintain accurate registration and CE information. Recommend procedural changes necessary to efficiently manage processes.
7. **Marketing:** Work with the Marketing Department to develop effective marketing plan to advertise all offerings using a combination of direct mail, association periodicals, FAX, email and website based upon market analysis and targeted audiences.
8. **LMS Administrator:** Serve as the administrator for the association's learning management system.

QUALIFICATIONS

Baccalaureate degree required with a concentration in adult education/instructional design or related degree/experience. Three to five years of project management, instructional design, and financial management experience required; with experience in an educational, association, or non-profit environment preferred. Advanced education or experience in a healthcare-related field an asset.

KNOWLEDGE, SKILLS, AND ABILITIES

- Exceptional project management and technical skills
- Online program development knowledge and experience
- Experience with administering learning management systems
- Familiarity with SCORM/AICC standards and best practices in distance education
- Excellent organizational and time management skills
- Detail oriented
- Ability to work independently, as well as a part of a team at the same time
- Interpersonal skills
- Ability to plan both short term and long range
- Budget and financial management skills
- Proficient in Microsoft Office Suite and familiar with basic principles of relational databases

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 and occasional international travel may be a possibility.

WORKING CONDITIONS

Majority of work performed in a general 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.