



JOB DESCRIPTION

Position Title: Distance Education Manager

Department: Education

FLSA Status: Exempt

Reports to: Director of Learning

Last Reviewed: October 2019

Supervises: N/A

BASIC FUNCTION

AADE's rapidly growing distance learning program builds the skills of thousands of healthcare professionals who care for people with diabetes and related chronic conditions. The Distance Education Manager continuously improves processes and manages the development cycle for AADE online learning. This includes: instructional design, recruiting and managing subject matter experts and faculty to develop content; planning and executing the implementation of synchronous, asynchronous, and hybrid online education; managing contractors, learning management system (LMS) oversight, developing budgets, tracking expenses, assisting with marketing plans, and working with key stakeholders to identify, scope, and deliver new distance learning programs.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- **Project Management:** Provide project management and instructional design expertise for developing, implementing, enhancing, and maintaining distance education programs (including online courses, certificate programs, and assessments). Provide expertise and collaborate with other AADE business lines such as webinars, live training, workforce training, and corporate programs.
- **Author/Speaker Management:** Recruit and manage external speakers, authors, and instructors to deliver quality content according to project scope, budget, and schedule.
- **Content Management:** Work closely with subject matter experts to ensure the accuracy and relevancy of information for the target audience. Identify appropriate instructional design strategy and delivery methods. Apply and adhere to continuing education (CE)/continuing medical education (CME) standards. Apply content repurposing strategies.

- **Program Production:** Develop and produce, or manage the development and production of distance education programs, including production schedules, course builds, vendor management, product setup in association AMS (NetForum) and LMS (Knowledge Connection), and outcomes reporting.
- **LMS Administration:** Serve as lead administrator for the association's learning management system.
- **Business Planning:** Continuously monitor sales performance and customer satisfaction. Analyze trends in diabetes education to determine if offerings meet customer needs. With Director, develop short- and long-term business plan for future distance education programs. Stay abreast of new learning technologies to improve delivery, increase customer satisfaction, and increase association revenue.
- **Financial Management:** Manage programs to assist department in meeting annual revenue and budget goals. Develop annual operating budgets for each program. Maintain appropriate project budget records. Review and code service-related invoices for payment.
- **Administration:** Develop project documentation and statistical reports on distance education offerings (attendance/sales). Analyze evaluation data and 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/CME information. Recommend procedural changes necessary to efficiently manage processes.
- **Marketing:** Work with the Marketing Department to develop effective marketing plans.

EXPERIENCE/EDUCATION

- Baccalaureate degree with a concentration in distance education and online instructional design or related degree/experience required.
- 3-5 years of distance education project management experience required; with experience in an educational, association, or non-profit environment preferred.
- Advanced education or experience in a healthcare association an asset.

KNOWLEDGE, SKILLS, AND ABILITIES

- Exceptional project management skills and experience required; with ability to plan both short term and long-range objectives.
- Excellent interpersonal skills. Ability to manage external content authors and collaborate with internal staff and stakeholders is essential.
- Strong content management, instructional design, and course building skills.
- Budgeting and financial management skills required.
- Excellent organizational and time management skills required.
- Ability to work both independently and as a part of a team a must.
- Deep experience administering learning management systems (LMS) operations.
- Ability to apply SCORM/AICC standards and best practices in distance education.
- Proficiency with course authoring tools such as Articulate Storyline, Captivate, Lectora, iSpring.

- Proficiency with multimedia capture, conversion, and editing tools.
- Proficient in Microsoft Office Suite and collaborative online work platforms.

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 general office environment. Position requires availability for extended hours plus non-traditional hours required to perform job duties.