



JOB DESCRIPTION

Position Title: Distance Education Manager

Department: Education

FLSA Status: Exempt

Reports to: Director of Learning and Education

Last Reviewed: July 2024

Supervises: N/A

BASIC FUNCTION

ADCES' rapidly growing distance learning programs build the skills of thousands of healthcare professionals who care for people with diabetes and related cardiometabolic conditions. The Distance Education Manager is responsible for developing, implementing, and managing multiple distance learning programs simultaneously, including new and revised programs. This role ensures high-quality, engaging, and effective online learning experiences. The Distance Education Manager works closely with internal teams and subject matter experts to design and deliver programs that enhance the skills and knowledge of diabetes care and education specialists.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Program Development & Implementation

- Responsible for effectively planning, creating, and implementing simultaneous year-round online programs that align with ADCES goals to address the needs of the target audience.
- Apply adult learning theories, effective learning design (using the ADDIE model or similar instructional design methodologies), and technology to design and develop high-quality programs according to budgets and timelines.
- Implement digital instructional technologies to increase accessibility.
- Apply and adhere to continuing education (CE)/continuing medical education (CME) standards.
- Manages and implements grant-funded programs to meet program goals and outcomes.
- Schedule and coordinate program materials, including speaker contracts and program logistics, schedules, and instructional materials.

Collaboration and Partnerships

- Partner effectively with staff and external stakeholders to complete new and maintain existing programs according to timelines and criteria for success. Collaborate with stakeholders to get clarification on content development questions and resources.
- Recruit and manage external subject-matter experts to deliver content and programs according to identified needs, target audiences, and learning outcomes.
- Work with the Marketing Department to develop effective marketing plans to reach registration goals.
- Provide expertise and collaborate with other ADCES business lines such as webinars, live training, diabetes team training, and corporate programs.

Content Management

- Provide project management and instructional design expertise for developing, implementing, enhancing, and maintaining distance education programs (including online courses, certificate programs, and assessments).
- Continuously monitor sales and performance to improve the effectiveness of online educational programs based on feedback and performance metrics.
- Work closely with subject matter experts and reviewers to ensure the accuracy and relevancy of information.
- Develop project documentation and reports on education offerings. Analyze data and report to staff, speakers, and committee members as appropriate.
- Maintain accurate registration and CE/CME information. Recommend procedural changes necessary to manage processes efficiently.

Learning Technologies

- Manage content and users within the learning management system (LMS) and other online education platforms.
- Ensure smooth operation and user-friendliness of the online learning environment.
- Stay abreast of new learning technologies to improve delivery, meet the needs of the specialty, increase customer satisfaction, and increase association revenue.
- Provide technical support to learners as needed.

Undertake other duties as assigned, as well as take initiative to further the learning and development department's overall success.

EXPERIENCE/EDUCATION

- Bachelor's degree in education, instructional design, or a related field is required.
- Minimum of 3-5 years of experience developing and managing successful online education.
- Minimum of 3-5 years of experience in distance education or online learning management.
- Experience in an association or non-profit environment is preferred. Advanced education or experience in a healthcare association an asset.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge:

- Understanding of adult learning principles and instructional design.
- Familiarity with current trends and best practices in distance education.

Skills:

- Strong project management skills, including successfully planning and managing multiple projects simultaneously in a fast-paced environment.
- Strong curriculum development, content management, instructional design, and course-building skills.
- Proficiency with LMS, multimedia, conversion, and editing (e.g., Camtasia, Articulate)
- Proficient in Microsoft Office Suite and collaborative online project management platforms.
- Demonstrates strong decision-making and problem-solving skills.
- Must be solution-oriented, resourceful, and proactive with a strong sense of responsibility and ownership.
- Ability to work both independently and as a part of a team is a must.
- Strong interpersonal skills and the ability to manage and collaborate with diverse stakeholders.
- Excellent communication and presentation abilities.
- A writer and storyteller. The ability to create engaging content and stories using words, images, or video to express messages concisely

PHYSICAL DEMANDS

The 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

The majority of work is performed in a general office environment. The Association observes a hybrid weekly work schedule that includes 2 days in the Chicago Loop Office location. The position requires occasional availability for extended or non-traditional hours to perform job duties.