

Job Description

Job Title	Director of Education Services		
Reports to	Vice President, Planning/Strategy and Member Services		
Effective Date	April 4, 2022	Manager of People	Yes
FLSA Status	Exempt	EEOC Class	2

ABOUT NCHA

NCHA is a statewide trade association representing more than 130 hospitals providing acute care, ambulatory care, sub-acute care, rehabilitative, home health and hospice services, behavioral health services, state psychiatric inpatient services and veterans' services. The association promotes and supports our members and associated partners by advocating for sound public policy, advancing collaborative partnerships, and accelerating innovation to improve the health of the communities where we live and work. NCHA achieves this work by leverage the scope and scale associated with a \$19+ million-dollar organization, which is funded by members' dues, grants, and shared service.

PURPOSE

NCHA Education Services is a Member Services Department that provides educational offerings for member hospitals and health systems in various formats such as meetings, conferences, virtual events, webinars, e-correspondence and newsletters to provide value-added networking opportunities, high quality conferences, and relevant topics and speakers. Education Services also oversees the Awards Committee, which grants awards to healthcare professionals and teams demonstrating outstanding and innovative achievements in North Carolina.

Manage NCHA education services function to ensure that programming for membership meetings, other conferences and educational offerings brings added value to the membership and accomplishes association strategic objectives.

This position manages and supervises various activities and employees within this department, which includes aligning staff talents with strategy and structure, delegating and managing assignments, coaching regularly for successful performance, providing performance feedback, and recruiting and training new hires.

RESPONSIBILITIES

- Identify demand and develop strategies to deliver educational programming and curriculum in line with organizational strategic goals.
- Lead logistical activities including oversight of site selection, design, delivery, and evaluation of programs; ensure yearly offerings are appropriate in variety, setting, timing, level, relevance, and audience and that individual program content and presentation methods meet event objectives.
- Manage the selection of speakers, identify best resources, expectations and presentation content, negotiate fees, and ensure all requirements for speaker involvement are met.
- Provide or delegate general oversight of education events both in person and virtually.
- Manage the development of an annual education services budget, oversee and approve individual event budgets in coordination with Education team members.
- Provide education support for internal meeting needs as identified by NCHA staff; ensure external meetings are implemented in a coordinated and cost-effective manner.
- Select and manage a member-driven education planning committee that assists with development of theme and focus for annual conferences. Ensure focus aligns with organizational strategic objectives.
- In coordination with the communications department, develop event brochures and publicity/marketing strategy for educational conferences. Approve final brochure and materials.
- Assist Strategic Partners in the development and delivery of corporate sponsorship benefits through education programs. Network with appropriate peer groups, consultants, state hospital associations and other resources to stay abreast of topics, speakers, and education trends.
- Make recommendations for improving NCHA education services and revenue stream with new conferences, webinars and innovative programming to meet members' needs.
- Provide advice and consultation to member facilities, membership groups, and others as required by association activities and objectives.
- Select and manage a member and emeritus committee to nominate and select awards going to healthcare professionals and teams demonstrating innovation and excellence in North Carolina.
- Perform other tasks and duties as may be identified by the Board, President, organizational supervisor, or the position itself.

MISSION/VISION/VALUES

- Embrace the NCHA mission to improve the health of the communities where we live and work by advocating for sound public policy and collaborative partnerships.
- Support the vision for A North Carolina where high-quality healthcare is equitable and accessible for **all**.
- Demonstrate the association's core values in all relationships, at all times. Respect. Integrity. Teamwork. Accountability. Perseverance.

EDUCATION AND EXPERIENCE

- Bachelor's degree in related field, Master's degree from accredited institution preferred.
- Five (5) years' related experience in instructional content design and development.
- An equivalent combination of education, training, and experience may be considered.

KNOWLEDGE, SKILLS AND ABILITIES

- Strong knowledge and experience in the design and execution of education services and programs.
- Successful at designing, drafting, and developing eLearning and in-person professional/executive level content.

- Energized from collaborating with members and departments by seeking new educational delivery options and content.
- Excellent interpersonal, communication, writing, and collaboration skills. Good problem-solving skills and adaptability to change in the event management environment.
- Ability to establish and maintain effective working relationships with co-workers, managers and clients.

Good knowledge of technology, including audio and video requirements for event management. Experience with event management systems.

WORK ENVIRONMENT AND PHYSICAL DEMANDS

- Work performed mostly in a hybrid environment.
- Use a computer throughout the workday.
- Requires occasional travel and off-hour work to ensure events and educational opportunities are successful.

COVID-19 VACCINATION POLICY AND PROCEDURE

- Newly hired NCHA staff will be expected to achieve policy compliance within the first six weeks of NCHA employment.
- NCHA staff may receive the vaccine from any vaccine provider.
- NCHA staff must provide documentation of vaccination to the Director of Human Resources.
- Acceptable proof of vaccination is a document (CDC COVID Vaccination Record Card) by the professional who administered the vaccine which is a World Health Organization (WHO) approved COVID-19 vaccination dosage series or have received the single dose J&J vaccine.
- Vaccination exemptions may be granted for documented medical contraindications/circumstances and religious beliefs

North Carolina Healthcare Association is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, age, sex, national origin, veteran status, disability, sexual orientation, or other protected status.