



POSITION DESCRIPTION

TITLE: DIRECTOR, WORKFORCE DEVELOPMENT

POSITION OBJECTIVE:

The Director of Workforce Development reports to the Senior Director of Member Services and assists ASTHO's program and policy staff in the development of quality in-person and virtual education and training opportunities for state and territorial public health leadership. The Director seeks to increase the volume and quality of ASTHO's public health workforce development opportunities in support of ASTHO's strategic priorities in this area.

The specific areas under the Director's charge include:

- Achieving revenue goals and expense budgets for education programs, projects, products, and services;
- Developing and championing an education curriculum for state and territorial health officials and their staff;
- Developing and managing the delivery of programs and courses that support the education curriculum;
- Developing education grant proposals, procuring grant funding, and administrating grant awards;
- Providing advice on features, needs, and other issues related to education programs, projects, products, and services that contribute to the short and long term success of the Association.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Duties include, but not limited to:

- Supports the ASTHO Education Committee in planning member-focused educational events and assessing the value of existing educational and training offerings, assuring that programming is timely and relevant, and identifying the needs for new educational and training programs.
- Supports the ASTHO Affiliate Council with its effort to share information on major initiatives and identify ways the organizations can align to better support states and territories in their efforts to improve public health outcomes.
- Serves as the staff point of contact for development of content for the ASTHO Annual Meeting and other major, association-wide educational or training events.
- Manages and expands ASTHO's continuing education program for public health professionals, physicians, and nurses.
- Serves as the staff point for ASTHO's distance learning capacity and technology such as video conferencing, streaming, and recording, webinars, on-line courses, etc...
- Effectively works with other staff, members, volunteers, and vendors to ensure successful identification, prioritization, planning, development, implementation,

coordination, and completion of education programs, projects, products, and services—including education curriculum, courses, seminars, Webinars, and certification and accreditation programs—that offer high value educational opportunities to ASTHO members, external customers, and the entire local health department community.

- Effectively manages education programs, projects, products, and services with minimal supervision to ensure measurable progress and timely achievement of ASTHO’s strategic goals, objectives.
- Plans, implements and oversees research projects to identify the educational needs of members and customers; surveys member and customer interest in programs, tracks member and customer program participation, and program outcomes; works with Senior Director to plan and implement changes to improve results.
- Develops course objectives and course content establishing course outlines, selecting and evaluating instructors, and evaluating programs.
- Explores distance learning methods, recommends and implements appropriate uses and applications to enhance member and customer access to education; directs desktop and other web-based education services.
- Explores and introduces innovative adult learning strategies including the exploration of new, cutting-edge training and education technologies, methods, and delivery mechanisms.
- Demonstrates the ability and creativity to identify, transform and repurpose education programs into related products and services.
- Prepares budgets for education programs, projects, products, and services, and effectively manages the approved budgets to meet revenue, expense, and net profit targets.
- Procures grant funding for relevant education programs, projects, products, and services, and manages the implementation of grant awards to ensure compliance.
- Writes, manages, and reports progress associated with cooperative agreements, grants, or other funding for relevant workforce development and/or CEU programs
- Negotiates the contracts for education programs, projects, products, and services such as course developers, instructional materials, instructors, Webinar production, and other vendors for approval by the Senior Director of Membership Services.
- Promotes education programs, projects, products, and services through the publication of articles, branding and marketing campaigns, website content, and other methods and develop promotional/collateral materials and production schedules for education programs, and ensure that the production schedules are met.
- Works collaboratively with the ASTHO’s Performance team to develop, evaluate, and improve the metrics, methods, and modes used to monitor and evaluate the performance of ASTHO’s education programs in preparing, equipping, and enabling participants to achieve professional success; practices continuous improvement techniques to ensure program quality and performance excellence.

- Supports the overall goals and objectives of ASTHO through additional responsibilities and other duties as assigned, including effective support for other staff members.
- Supervises staff assigned;
- Supervises and monitors the work of outside consultants;
- Oversees the competitive bid process for any outsourced functions.

MINIMUM QUALIFICATIONS:

- A minimum of a Bachelor’s degree in Education or related field required with at least 5 years of progressively responsible experience in education or curriculum development. Evidence of increasing supervisory and management experience. In addition, candidates must possess the following personal and professional skills, attributes, and experience:
- A strong background of progressively higher-level programs-related nonprofit experience in the development and management of education programs required.
- Experience in developing, budgeting, financial managing, and administering education curriculum and grants desired.
- Demonstrated success developing education programs, projects, products, and services and multi-year financial plans.
- Demonstrated ability to creatively plan, coordinate, and evaluate quality education programs directly and through collaborations with ASTHO partnering organizations;
- Demonstrated ability to work collaboratively with other ASTHO teams and partner organizations to deliver quality programs to ASTHO members and customers.
- Strong planning and facilitation skills coupled with the ability to translate goals and ideas into effective implementation.
- Excellent communication skills, with the ability to clearly articulate responsibilities, proposed methods, and goals.
- Strong budget and financial management skills with the ability to prioritize resources and create or enhance revenue streams to support organizational initiatives.

KNOWLEDGE, SKILLS AND ABILITIES:

- Excellent written and oral communication skills;
- Strong attention to detail;
- Strong organizational skills required for tracking survey responses and managing multiple projects at once;
- Ability to develop training materials and deliver interactive staff training on survey-related issues;
- Ability to articulate the principles and value of survey research.

- Ability to write about and describe complex concepts in easy-to-understand language;
- Interpersonal skills needed to coordinate, coach, train and collaborate with diverse staff members in a rapidly changing environment;
- Statistical analysis and use of SPSS to calculate means, frequencies, cross-tabs and time trends.
- Ability to represent ASTHO at meetings and conferences on PHSSR and survey-related issues.

ADDITIONAL REQUIREMENTS:

While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is occasionally required to use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is regularly required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Work is performed primarily in an office setting, some traveling by car or plane may be required.

This job description does not list all the duties of this position. You may be asked by supervisors or managers to perform other duties. You will be evaluated in part based upon your performance of the tasks listed in this position description.

ASTHO has the right to revise this position description at any time. This position description is not a contract for employment, and either you or ASTHO may terminate employment at any time, for any reason.

ASTHO is an Equal Employment Opportunity/Affirmative Action (EEO/AA).

EMPLOYEE'S SIGNATURE: _____ DATE: _____

SUPERVISOR'S SIGNATURE: _____ DATE: _____