

## **Director of Professional Education**

### **POSITION SUMMARY**

Responsible for all aspects of planning and managing the educational programming and event logistics for AACD's annual scientific sessions, regional meetings, and eLearning with responsibilities that include strategic planning, budget creation, educational programming, continuing education credit management, site selection, contract negotiations, vendor selections, and housing block management.

Must possess a strong knowledge of standard meeting professional concepts, practices, and procedures. Relies on education, experience, and judgment to plan and accomplish goals. Performs a variety of tasks. A substantial degree of creativity and latitude is required. This position reports to the Executive Director.

### **ESSENTIAL FUNCTIONS**

#### **Strategic Leadership**

The Director of Professional Education contributes to the following strategic leadership functions:

- Provides input to the strategic direction of AACD's educational programming, the technology advancements of the annual scientific session, regional meetings and eLearning programs directly influencing the business direction in new and existing educational programs.
- Participates in the development of the strategic plan, processes, and solutions to incorporate the thoughts and ideas of the Professional Education Committee.
- Coordinates and drives necessary business relationships with key internal departments and significant external partners.

#### **Managerial Performance**

- Contribute to the business plan by providing annual goals and objectives for all educational programs and budget plans that support both the long-term and the short-term objectives of the Academy.
- Manage event logistics and educational programming to accurately reflect department and Academy project plans, schedules and budgets, and ensure management involvement at appropriate milestones.
- Direct the development and reporting of performance metrics and direct actions to continuously improve the Meetings Department processes.

### **Logistical Tasks**

*Program Development* logistical tasks includes assisting the Professional Education Committee in educational design for the annual AACD scientific session, regional meetings and eLearning to ensure a diverse program that fits the educational needs of AACD's members and event attendees. The Director of Professional Education provides guidance to the Professional Education & Events Manager when developing the educational schedule for the annual AACD scientific session, regional meetings and management of the continuing education credits.

*Meeting planning* logistical tasks include budget creation and billing, site selection, contract negotiations, vendor selections, housing block management, program development to include educational and social event programming, operational management, staff scheduling, and on-site management of all logistics.

*Exhibit Hall* logistical tasks include floor design and collaboration with the Director of Strategic Partnerships on other aspects of exhibitors and sponsors.

*Marketing* logistical tasks include working with the Communications Department to promote educational programs and Academy social events to dental professionals to include AACD members and non-members and to develop post-conference surveys to help direct the educational programming for the annual AACD scientific session and regional meetings.

*Professional Education Committee (PEC)* logistical duties includes liaison to the PEC who is responsible for the educational program development of the annual AACD scientific session, regional meetings and eLearning. It also includes conference calls, face-to-face meetings, taking minutes and making recommendations to help guide in the development of programming.

*Miscellaneous* logistical tasks include representing the AACD at specific tradeshows throughout the year and other tasks as required.

### **Financial Management**

- Prepare/review Meeting Department budgets for business plans, ensuring that maximum value is provided to the Academy.
- Operate areas of responsibility within approved budgets and staffing levels. Prepare management reports.

### **Member Satisfaction**

The Director of Professional Education must always present themselves in the most professional manner. Due to the nature of the AACD and the position, this individual must put their finest customer service skills first, while interacting with leadership and



volunteers, speakers, external vendors, internal staff and must look toward membership feedback as a way to improve and meet the needs of the AACD membership.

## **ORGANIZATION**

The Director of Professional Education is responsible for managing and maintaining the Meetings Department to include direct responsibility for the Professional Education & Events Manager.

## **SUCCESS FACTORS**

The Director of Professional Education must possess the following skills to be successful in this position:

- Extensive knowledge of meeting professional concepts, practices, and procedures.
- Ability to maintain accurate, current records and prepare clear, concise reports from them.
- Excellent written and verbal communication skills.
- Ability to establish and maintain effective working relationships with leadership, membership, internal partners and external vendors.
- Possess a substantial degree of creativity and latitude.

## **EDUCATION, TRAINING AND EXPERIENCE**

Associate degree in meeting planning or bachelor's degree in a related field plus 5 to 7 years of experience within the field of meeting planning. CMP preferred.

This position is full time, with traditional business hours Monday – Friday. Some nights and weekends required. Travel average: 20 – 30%.

No relocation assistance provided.

**Deadline to submit Resume & Cover Letter – Friday, January 23, 2015**