



AASLD Position Description

Position Title: Senior Director, Education and Professional Development
Reports to: Associate VP, Education and Meetings
Grade/Level: Exempt
Work Schedule: Monday – Friday, 9 am to 5 pm

General Responsibilities

The Senior Director, Education and Professional Development is responsible for the overall direction of AASLD's educational program through collaboration with member leadership to create accredited and non-accredited curriculum and course offerings to include enduring materials. The Senior Director oversees the planning, certification and evaluation of all AASLD educational activities, maintains AASLD's accreditation by the ACCME, and provides leadership and guidance to ensure AASLD's mission is reflected in all AASLD educational activities. The Senior Director also oversees the organization's training and workforce initiatives.

In addition, the Senior Director will develop, implement and assess an educational online program targeted to the needs of the society to foster a culture of continuous learning and professional growth, and serve as a thought leader, keeping pace with the developments in the industry, product management, educational design, adult learning and eLearning best practices.

The Senior Director supervises the Education department staff who are responsible for abstract and speaker management for AASLD activities (e.g. The Liver Meeting, Digestive Disease Week, Stand-alone Conferences), CME and CE data collection and maintenance, online education (*LiverLearning*), web content management (education and conferences), Special Interest Group educational activities and MOC and Training and Workforce activities.

EDUCATION

Continuing Medical Education (CME)

Ensure the CME Program, with all documentation, policies and procedures is in full compliance with the ACCME Standards for Commercial Support and Accreditation Policies.

- Direct the ACCME reaccreditation process; determine responsibilities and contributions of all office personnel and other participants
- Ensure all CME activities are consistent with the expressed needs of the target audience(s) as described in the CME Mission Statement and identified by needs assessment sources
- Ensure ongoing program excellence, including development and maintenance of program evaluation tools and processes, and refinement or replacement of content or delivery methods when necessary
- Prepare the ACCME Self-study Report and coordinate the Accreditation Interview
- Compile and submit the ACCME Annual Reports
- Maintain relationships with various national and state ACCME related organizations
- Oversee maintenance and audits of CME files
- Analyze and evaluate CME activities to determine the effectiveness of the overall CME program in meeting AASLD's CME mission and make recommendations based on practice gaps and needs assessment data

Maintenance of Certification (MOC)

- Oversee development and implementation of MOC strategy
- Ensure proper alignment of CME and MOC activities – both in-person and enduring

Continuing Education (CE)

- Negotiate contract with continuing education vendor
- Oversee collection and maintenance of documentation for CE files

Program/Abstract Management

Oversee the planning of all educational activities and identify trends that drive the development and successful implementation of educational programming and activities to meet the diverse needs of the members

- Manage the jointly provided and co-provided agreements
- Collaborate with association staff to ensure effective promotion and branding of AASLD educational activities
- Ensure appropriate documentation is updated and followed for the development and implementation of educational programs and activities (e.g. educational toolkits, conference guidelines, policies and procedures manual)

Online Education

Responsible for the overall management of online educational activities and enduring materials

- Ensure the proper connection of online learning to specific goals of AASLD's strategic plan by building strong working relationships with internal and external stakeholders to receive feedback, align strategy, share progress and set expectations
- Direct priorities for AASLD's online educational activities
- Identify opportunities to expand and explore new educational solutions and services to increase engagement, develop/support and improve outcomes
- Oversee all online educational activities including vendor selection and related contracts
- Make recommendations to organize, maintain, develop, and assess the online and blended programs in accordance with best practices, program requirements and national trends
- Collaborate with IT and Marketing departments to create linkages between *LiverLearning* and other AASLD programs and communications; participate in the annual marketing plan for online education
- Oversee management of the education components of webinar planning and implementation
- Responsible for the ongoing evaluation assessments and detailed reporting
- Manage all aspects of curriculum development and revenue planning
- Provide monthly reporting checks for current online education products to the Education team, and regular statistical reports to the Online Learning Committee, Scientific Program Committee and Governing Board
- Coordinate with the Director, Global Relations, on the development of online products targeted to the international community
- Review new activities prior to online implementation to ensure the activity is ready for posting
- Manage the implementation and integration of new technology platforms within online education

Training and Workforce

- Provide oversight and guidance related to workforce and training to include related graduate medical education issues

COMMITTEE RESPONSIBILITIES

Staff Liaison

Serve as the primary staff liaison to the following committees, directing the development of content, identifying new product ideas, guiding program committee involvement and ensuring continuing education goals are met:

- Scientific Program Committee
- CME Committee
- Online Learning Committee
- Fundamentals of Liver Disease (FOLD) Committee

Serve as co-staff liaison to the following committees:

- Hepatology Associates Committee
- Training and Workforce Committee
- MOC Committee

BUDGET RESPONSIBILITIES

- Formulate budgets and monitor the financial status of activities related to all education related activities and ensure that expenditures are appropriately authorized and within budget
- Authorize meeting invoices and monitor expenses and take corrective action to meet financial goals
- Review monthly financial reports provided by Finance
- Evaluate proposals for cost efficiency and quality

SUPERVISORY RESPONSIBILITIES

Supervisory Tasks

- Supervise Education department
- Review department goals and objectives and reorganize responsibilities/roles as necessary
- Encourage interdepartmental communication to further advance the objectives of the association
- Oversee the development and maintenance of a Policies and Procedures Manual for the Education department

OTHER RESPONSIBILITIES / QUALIFICATIONS

Other Responsibilities

- Develop and maintain collaborative relationships with internal and external stakeholders and content leaders
- Create annual reports with analysis of accomplishments and outreach and initiate recommendations for future focus and direction
- Maintain familiarity with interdepartmental functions and procedures
- Evaluate new technologies that further enhance the effectiveness of the Education Department
- Attend professional association meetings as appropriate
- Travel as required

Qualifications

- Bachelor's degree required, preferably with an adult-learning, business or project management concentration
- 7 to 10 years management-level experience managing adult education at an association, nonprofit, or related business, including leading/managing staff
- Experience with Learning Management Software platforms and authoring tools
- Expert knowledge of industry standards related to educational activities e.g. Accreditation Council for Continuing Medical Education (ACCME), including the Standards for Commercial Support and Accreditation Policies; American Board of Internal Medicine (ABIM); American Board Medical Specialties (ABMS) Maintenance of Certification (MOC); AMA guidelines regarding Continuing Medical Education (CME)
- Strong leadership, governance, financial management, marketing, communications, and organizational management skills
- Experience implementing distance-learning initiatives and/or creating a strategic vision for integrating new technologies for better learning outcomes
- Excellent interpersonal skills with the ability to interact and communicate effectively with a wide variety of individuals, including speakers, volunteers, staff and vendors
- Detail-oriented self-starter with the ability to establish priorities, manage multiple projects simultaneously and exercise judgement in handling responsibilities
- A strategic thinker with current knowledge of educational technologies and effective adult learning methods.

Competencies:

Character Strength	Overcomes obstacles to getting the work done. Keeps promises and meets commitments. Demonstrates personal integrity in all interactions. Maintains confidences.
Composure	Uses techniques to manage stress so that it does not interfere with the accomplishments of the work. Maintains calm demeanor even during stressful periods. Demonstrates ability to accept criticism.
Emotional Maturity	Demonstrates ability to work effectively with others possessing less experience or technical expertise. Can accept decisions which go contrary to personal ideas and beliefs. Can accept compromise.
Interpersonal Skills	Demonstrates ability to get ideas across through clear and logical communication. Demonstrates ability to lead meetings, speak in public, and prepare written correspondence.
Realistic	Recognizes the motivations and sometimes hidden agendas of others. Strives for win-win outcomes. Accurately relays progress, obstacles and opportunities.
Teamwork	Takes appropriate role in the team, leading or following. Accepts the decisions of the team.
Technical Skill	Applies education, training, and experience toward mastery of job requirements.
Verbal Ability	Communicates detailed or technical information clearly. Logically organizes ideas; gives open and honest feedback.

The above statements are intended to describe the general nature and level of work being performed by most people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and requirements.

Duties and responsibilities may change or be expanded at any time to accommodate the needs of the Association.