Manager, Digital Learning & Marketing

Professional Education & Digital Learning Business Unit
Exempt

Reporting Structure:

The Manager, Digital Learning & Marketing reports to the Senior Director, Professional Education & Digital Learning.

Qualifications

Successful completion of a Bachelors’ degree; experience in professional education, continuing medical education (CME) or nonprofit association environment preferred. Excellent organizational skills, including the ability to work on multiple projects simultaneously and manage competing deadlines. Ability to operate effectively both independently and within a team environment. Must have excellent organizational, interpersonal, written and oral communication skills. Computer proficiency in Microsoft Office, Excel, Power Point; Articulate, and ability to learn to use IMIS efficiently. Experience with web-based learning technology. Excellent customer service, problem solving, and judgement skills. Some travel will be required.

Key Responsibilities

• Manage the development and production of the Academy’s flagship education subscription, FLEX—Flexible Lifelong Learning Experience.
• Utilize survey and evaluation data to monitor success of the education program to inform future activities.
• Develop and manage education product marketing campaigns and weekly promotion to support and raise the visibility of the Foundation’s digital learning portfolio offerings.
• Demonstrate ability to think strategically, tactically, analytically, and creatively.
• Maintain a reporting relationship with the Senior Director, Professional Education & Digital Learning with each assignment.

Specific Duties

• Manage the development and production of the learning modalities offered in the Academy’s flagship education subscription, FLEX—Flexible Lifelong Learning Experience. This includes: xRead (articles), xChat (questions), xCase (case-based learning), xSVP (videos), xCast podcasts), and xLive (webinars. This encompasses the modalities for eight sections per year for the virtual classroom (September through May).
• Manage and coach faculty (150+ physician members) through the education activity development process.
• Works with AAO-HNSF’s Education Committees to create continuing medical education (CME) that complies with ACCME and Maintenance of Certification (MOC).
• Apply sound instructional design (Articulate Storyline) and adult learning principles to all education activities.
• Develop and manage education product marketing campaigns and weekly promotion to support and raise the visibility of the Foundation’s digital learning portfolio offerings (i.e., OTONews, Bulletin, website, other social media channels).

Please submit your resume, cover letter and salary expectations through one of the following options:

• Email: Attach a Word document or copy and paste your cover letter and resume and send to employment@entnet.org.
• Mail: AAO-HNSF, 1650 Diagonal Road, VA 22314-2857 Attention: Human Resources
• Fax: 1-703-683-5100

Updated June 2022
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- Manage multiple projects and working groups simultaneously for all assigned products.
- Maintain shared documents within the department.
- May participate on internal teams, either through formal assignment, or on an ad hoc basis.
- Consistently demonstrate courteous, cooperative, and helpful behavior to all contacts, internal and external.
- Duties and responsibilities may be added, deleted, or changed at any time at the discretion of management, formally or informally, either orally or in writing.