Reports to: Director, Continuing Education and Business Services

I. POSITION SUMMARY: The Program Manager is responsible for administering continuing education courses and programs to target audiences and populations of the Continuing Education Center. This position is part of a team that develops and delivers community/continuing education services to the general public. This position concentrates on programming and services to specific target markets and to general populations to serve the lifelong learning needs of our community.

II. ESSENTIAL DUTIES AND RESPONSIBILITIES:

A. Serve the lifelong learning needs of target populations or audiences by effectively administering the delivery of educational events or classes.
B. Program management, including curriculum design, teacher recruitment, registration, scheduling, customer service, and course/events logistics.
C. Quality control, including needs assessments, designing learning environments, teacher training and evaluation.
D. Marketing; including promotion, market research, surveys, publicity, and market analysis.
E. Finances and budgeting; including budgeting, establishing price/tuition rates, analyzing course/program finances, and controlling financial outcomes for courses/events.
F. Delivery of quality programs and customer service as measured by satisfaction of participants.
G. Complete required documentation and registration with licensing organizations or agencies as required by specific continuing education professions.
H. Conduct environmental scanning activities to stay current of new trends related to hobbies, leisure and lifelong learning.
I. Manage instructor/consultant/trainer relationships and training needs.

III. OTHER DUTIES AND RESPONSIBILITIES:

A. Deliver presentations and communicate with special populations of students and the general public.
B. Maintain website information and utilize digital platforms such as social media options.
C. Perform related duties as assigned.

IV. QUALIFICATIONS:

Required:
  • Bachelor’s Degree in business, marketing, parks and recreation, education, or a relevant field
• Minimum of three years of experience with community program development and delivery
• Excellent customer service
• Exceptional organizational, interpersonal, and project management skills

Preferred:
• Desktop publishing and brochure design experience
• Marketing and social media experience covering courses and events
• Microsoft office experience, especially Word, Access and Excel