

PPAI JOB DESCRIPTION

4-14-22

Professional Development Manager

Responsible for designing, developing and implementing professional development programs including conferences, event keynotes, learning programs that foster diversity and inclusion in the promotional products industry and online learning. Also, responsible for managing PPAI's certification program.

Reporting Structure

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| Title of reporting manager: Director, Professional Development |
| Department: Professional Development |

Job Status

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| FLSA Status (Exempt / Non-Exempt): Exempt |
| Compensation (Hourly / Salary): Salary |
| Job Status (Full-Time /Part-Time /Temp): Full-Time |
| Daily Schedule (Start time Flexible / Not Flexible): Flexible |
| Work Location: Hybrid |

Job Discretion

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|---|
| How many people does this position supervise: 0 |
| Does this position have disciplinary responsibilities: No |
| Does this position have hiring / termination responsibilities: No |
| Does this position have evaluation responsibilities: No |

Essential Functions and Primary Duties

1. In collaboration with the department director, manage professional development content for PPAI conferences including the North American Leadership Conference and Women's Leadership Conference as well other PPAI events including The PPAI Expo.
2. Manage online learning programs and vendor relationships. This includes, but is not limited to, creating a development plan with timeline/budget; working with member committees, task forces and subject matter experts; and curriculum design of the certification program.
3. Manage the ongoing strategy for PPAI's online community, Promo Connect, by being an advocate for the community to encourage engagement from PPAI staff and members.
4. Develop and deliver diversity and inclusion education programs to be presented at professional development programs, webinars, articles, regional education and/or other opportunities as deemed appropriate.
5. Develop and implement content curation strategy to engage members through multiple avenues for learning including the alignment of certification, online communities and the online learning platform; curating and aligning content to member discussion trends, PPB articles and other PD learning events.
6. Work collaboratively with the department director, committee chairs and members, program faculty and staff to create education content, topics and

program options that fit strategic, educational operational and event goals. This may include but is not limited to serving as 'staff liaison' to the group; setting and conducting conference calls and/or meetings; maintaining minutes or meeting summaries; maintaining contact and good relations with group members; and ensuring that the mission and goals of the group are met.

7. Oversee P&L of assigned educational programs and projects, developing and maintaining budgets.
8. Represent PPAI and the department at shows, events, and other related activities.

Secondary Responsibilities

1. Work across PPAI departments to identify appropriate opportunities, content, events and achievements to be showcased to the industry.
2. Track programs and initiatives and provide metric driven results to senior management.
3. Maximize speaking opportunities to groups inside and outside the industry to raise awareness and develop new relationships that can provide additional information, champions, participants and channels of outreach.
4. Other duties as assigned by the department director.

Association Wide Responsibilities & Values

1. Provide honest and ongoing communication to support success throughout the organization.
2. Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
3. Provide high-quality products, reports, communications and projects for all audiences internally and externally.
4. Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors
5. Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
6. Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole.
7. Foster cultural values, mission and overall organizational guidelines of PPAI.

Education Requirements

| School/Certification Authority | Degree/ Certification | Major/ Minor |
|---------------------------------------|----------------------------------|----------------------|
| College: Preferred | BA / BS | Business / Marketing |
| | | |

Experience Requirements

| Type of Work | Years of experience | Depth of Experience |
|--|--------------------------------|----------------------------|
| Developing and Implementing Adult Education Programs | 5 years | High |
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Knowledge, Skills and Abilities

| KSA's | Years of experience | Depth of KSA's |
|---|---------------------|----------------|
| Excellent written & verbal skills | 4+ Years | High |
| Strong organizational skills | 4+ Years | High |
| Attention to detail | 4+ Years | High |
| Strategic Thinker & Performs Analysis effectively | 4+ Years | High |
| Strong Leadership Communication skills | 4+ Years | High |

Physical Requirements

- *Sitting: extended on occasion / 0% at shows
- *Standing: extended on occasion (tradeshow related) / 100% on show
- *Lifting: 25 pounds (tradeshow related)
- *Pushing/Pulling: 25 pounds (tradeshow related)
- *Bending/Stooping: 25 pounds (tradeshow related)
- *Extended work hours, extended weeks (endurance requirement): extended on occasion as necessary to complete project/task timelines, attend meetings, support tradeshow and other events, address member requests or needs.

Work Environment

- *Office environment: Yes
- *Trade show floor or event venues: Travel multiple days per trip, up to 25% (tradeshow)
- *Temperature controlled environment: Yes
- * Travel: Must be able to travel: Yes, see above