University of Wisconsin – Superior
Outreach Program Manager I, Credit and Education Outreach
Center for Continuing Education
Position Description

Working Title: Outreach Program Manager I, Credit and Education Outreach
Hays Hill Title/Level: Outreach Program Manager I
Appointment: Annual (12 month) 100% appointment
Position Reports to: Director of Continuing Education

Position Summary:
The Outreach Program Manager, Credit and Education Outreach manages the operation and ongoing development of Continuing Education Credit Outreach and Education Outreach at the University of Superior-Wisconsin, Center for Continuing Education. The education courses that are offered are in response to identified community and client needs and in support of the mission of the University of Wisconsin-Superior.

Duties:
- Facilitates the development of and coordinates the offering of credit programming in various areas in partnership with the appropriate academic departments or programs.
- Recruits and screens subject matter experts.
- Facilitates the development of and coordinates the offering of noncredit programming in various areas in partnership with the appropriate subject matter experts, organizations community resources and/or academic departments or programs.
- Actively engages in relationship building with academic departments, community groups, faith-based organizations, businesses, arts organizations, and other for-profit and not-for-profit clients to grow credit and education outreach.
- Consults with faculty, subject matter experts, staff and client audiences to conduct needs assessments and develop related program activities.
- Develops a sustainable model for offering both credit and noncredit programming.
- Develops and manages lecture series.
- Develops webinars/webinar series based on topics of interest to be offered in collaboration with subject matter experts.
- Develops and manages educational credit and noncredit certificate programs in collaboration with subject matter experts.
- Manages program financials.
- Facilitates the program’s strategic planning process to support institutional and Center for Continuing Education goals.
- Meets/exceeds program revenue goals.
- Participates in regional and national networks on planning and program development.
- Supervises one or more individual(s).
- Collaborates with other Program Managers as appropriate.
- Performs other duties as necessary.

Knowledge, Skills and Abilities:
- Knowledge of adult learning principles.
- Knowledge of sound instructional design practices.
Knowledge of continuous performance improvement practices to improve program quality and responsiveness.

Demonstrated skill in effectively planning and managing events.

Demonstrated skills in financial management.

Demonstrated skills in analysis and critical thinking.

Demonstrated skills in effective decision making.

Superior customer service skills.

Skilled in the use of effective and ethical consulting practices to identify and meet client needs.

Skilled in the use of the Microsoft Office Suite.

Demonstrated ability to lead and develop professional staff in support of individual and institutional goals.

Demonstrated ability to develop and execute strategic plans and innovative solutions that support program and institutional goals.

Demonstrated ability to foster long-lasting, beneficial relationships with vendors and contractors.

**Required Qualifications:**

- Master’s degree or higher from an accredited institution.
- At least 2 years’ experience supervising professional staff.
- At least 2 years’ experience conducting outreach activities.
- Experience in event management.

**Desirable Qualifications:**

- Marketing experience.
- Distance learning experience.
- Instructional design experience.
- Experience developing and delivering webinars.

**WORKING CONDITIONS AND PHYSICAL EFFORT:**

- Must be able to lift 35 pounds.