UNIVERISTY OF WISCONSIN-SUPERIOR
POSITION DESCRIPTION
Outreach Program Manager I – Center for Continuing Education

Working Title: Outreach Program Manager, Center for Continuing Education
Hayes Hill Title/Level: Outreach Program Manager I
Position Reports to: Director, Center for Continuing Education

Position Summary:
The Outreach Program Manager in the Center of Continuing Education, manages the operation and ongoing development of credit and non-credit programming in response to identified community needs and in support of the mission of the University of Wisconsin-Superior. The Outreach Program Manager will be responsible for identifying, planning, developing, marketing and evaluating educational programs. The Outreach Program Manager will amend programmatic directions to enhance and/or update established curriculum. The Outreach Program Manager facilitates the development and delivery of high-quality educational programs and courses so learners of all ages can reach their personal and professional goals. The Outreach Program Manager reports to the Director of the Center for Continuing Education.

Duties and Responsibilities:

Program Development
- Facilitate the development of educational programming in various content areas in partnership with the appropriate subject matter experts, organizations, community groups, and/or academic departments or programs.
- Facilitate the development of a variety of program credential types, including but not limited to: credit, non-credit, certificate, badging, and micro-credentials.
- Facilitate the development of a variety of program delivery formats, including but not limited to: lecture series, webinars, workshops, face-to-face, and online.

Program Management
- Conduct needs assessment with faculty, subject matter experts, staff, and client audience to develop programming.
- Develop an effective and fiscally sustainable model for offering both credit and/or non-credit programming.
- Manages program financials to meet or exceed program revenue goals; as appropriate pursue external funding.
- Plan and execute balanced budgets, including the management and oversight of profit/loss for discrete programs and quarterly financials for each cost center.
- Implement the Center for Continuing Education strategic plan to support institutional and department goals.
- Supports annual and on-going report generation.

Community Outreach
- Conduct outreach and actively engages in relationship building with a variety of regional constituents – including but not limited to: academic departments, community groups, faith-based organizations, businesses, arts organizations, and other clients to grow credit, non-credit, professional and personal educational programs.
- Participate in regional and national networks on planning and program development.

Supervision
- Recruit, screen, hire, and supervise subject matter experts. As necessary, works with academic departments to assess and approve instructors.
- Supervises the work of Continuing Education staff in conjunction with the Director and other Program Managers.
- May supervise one or more individual(s) within the Center for Continuing Education.
- Collaborates with Director and other Program Managers to reinforce a positive and productive team environment.

Other duties
- Complete mandatory trainings and professional development as assigned
- Other duties as assigned

Updated: June 6, 2019
Knowledge, Skills and Abilities:

- Knowledge of adult learner concepts and practices.
- Knowledge of sound instructional design practices (for both face-to-face and distance learning settings).
- Knowledge of best educational practices for a variety of diverse learners.
- Knowledge of continuous performance enhancement practices to improve program quality and responsiveness.
- Knowledge of principles of budget development, including course pricing.
- Demonstrated skill in financial management.
- Skill in proficient use of standard office equipment, presentation technology, and 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 establish, foster, and maintain long-lasting, beneficial relationships with community members and other constituents.
- Ability to communicate effectively with a diverse campus population.
- Demonstrated ability to work with a variety of underserved and underrepresented populations.
- Ability to demonstrate good judgment and analysis in decision-making and problem-solving.
- Ability to participate in evening, week-end and travel commitments as necessary and actively represent the Department in the community and at professional association meetings.
- Ability to travel throughout Wisconsin and adjacent states.
- Ability to commit to the highest level of professionalism, ethical standards, confidentiality and sensitivity to information and records.
- Ability to effectively plan, organize and direct assigned programs and operations.

Required Qualifications:

- Bachelor's degree from an accredited institution.
- Minimum of two years’ experience conducting community outreach activities.

Desired Qualifications:

- Master’s degree from an accredited institution.
- Minimum of two years’ experience supervising staff and/or the work of staff within a unit.
- Working knowledge of the communities and their educational needs within the Twin Ports and surrounding rural areas, especially Northwest Wisconsin.
- Experience in program marketing and copy writing.
- Experience in instructional design and best practices for a variety of learners.