UNIVERSITY OF WISCONSIN-SUPERIOR  
POSITION DESCRIPTION  
Outreach Program Manager I, Health, Human Interests, and Event Management  
Center for Continuing Education

Working Title: Outreach Program Manager I, Health, Human Interests, and Event Management  
Hayes Hill Title/Level: Outreach Program Manager I/100% 12 month appointment  
Position Reports to: Director for Continuing Education

Position Summary:  
The Outreach Program Manager, Health, Human Interests, and Event Management manages the operation and ongoing development of the Health and Human Interests credit and noncredit programming and the Event Management Program, in response to identified community and client 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 professional development programs in health related fields as well as develop new programmatic directions to enhance established curriculum.

Duties and Responsibilities:

- Develops and coordinates the offering of credit/noncredit programming in areas of community interest including but not limited to health, well-being, arts, music, pop culture, and other topics for which there is a demonstrated community interest based on sound needs assessment practices
- Conducts outreach including relationship building with community groups, faith-based organizations, businesses, arts organizations, and other for-profit and not-for-profit clients
- Consults with faculty, subject matter experts, staff and client audiences to conduct needs assessments and develop related program activities
- Develops a sustainable event management service to be offered to external and internal client groups to include, but not limited to: identifying clients; identifying facilities with which clients may contract to hold their events; and providing event planning services such as handling registrations, working with facilities/contractors to create menus and supply food and beverage at contracted events, development of marketing collateral, etc.
- Develops and manages lecture series
- Develops webinars/webinar series based on topics of interest to be offered in collaboration with subject matter experts
- Oversees the program funding and collaborates on program development for the International Institute for Reminiscence and Life Review in partnership with the Institute’s President and board
- Manages the semi-annual conference held by the International Institute for Reminiscence and Life Review
- Manages multiple, annual conferences on health-related topics
- Develops and manages educational certificate programs in collaboration with subject matter experts
- Manages program financials
- Oversees the program’s strategic planning process to support institutional and department goals
- Meets/exceeds program revenue goals
- Participates in regional and national networks on planning and program development
- Supervises one or more individual(s)
- 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.
- Knowledge of principles of budget development, including course pricing.
- Demonstrated skill in effectively planning and managing mid-sized to large events.
• Demonstrated skill in financial management.
• Skill in providing superior customer service.
• Skilled in the use of effective and ethical consulting practices to identify and meet client needs.
• 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 foster long-lasting, beneficial relationships with vendors and contractors.
• Ability to communicate effectively, both orally and in writing with students, faculty, staff and others.
• Ability to establish and maintain effective working relationships with students, parents, faculty, staff and others.
• Ability to work with a variety of racial/ethnic groups 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 at professional association meetings as requested.
• 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.
• Ability to develop and participate in professional training and organizations.

**Required Qualifications:**

• Master’s degree in health, human services, liberal arts, or related field.
• Minimum of two years’ experience supervising staff.
• Minimum of two years’ experience conducting community outreach activities.
• Experience in conference planning and management.

**Desirable Qualifications:**

• Experience in program marketing.
• Knowledge of distance learning design and delivery.
• Experience in instructional design.
• Experience developing and delivering webinars.

**Working Conditions and Physical Effort:**

• Must be able to lift 35 pounds.