



## PPAI JOB DESCRIPTION

### 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.

#### Essential Functions and Key Responsibilities:

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.

**Qualifications:**

1. Knowledge and understanding of adult learning theory and understanding of the educational community, trends and needs.
2. High degree of self-direction, able to take initiative and proven ability to meet established deadlines.
3. Strong track record of success working productively on multiple projects/courses simultaneously.
4. Ability to work collaboratively with multiple stakeholders (internally and externally) to produce projects that meet program goals and provide value-added benefits.
5. Strong organizational skills, commitment to quality and attention to detail.
6. Strategic thinker that uses logic and methods to solve problems with effective solutions; can see hidden problems; performs analysis effectively; looks beyond the obvious to seek additional solutions.
7. Strong interpersonal & organizational skills with demonstrated ability to establish working relationships with others
8. Strong leadership and interpersonal communication skills (orally and in writing) to develop and maintain cooperative working and business relationships.
9. Works independently and in a group format.

**Association Wide Responsibilities & Values:**

1. Provide honest and ongoing communication as needed 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.

**Requirements:**

- Bachelor's degree is required, advanced degree preferred.
- Five years of demonstrated experience and competency in developing and implementing educational programming.

PPAI,  
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- Excellent speaking and writing skills. Comfortable in front of large groups.
- Experience with professional associations and/or promotional marketing is preferred but not required.
- Proficiency in the use of personal computers and application software (e.g., Microsoft Word, Excel and PowerPoint or equivalent applications) in a networked environment.

**Physical Requirements:**

- Sitting: extended on occasion
- Standing extended on occasion
- Lifting 25 pounds
- Pushing/Pulling 25 pounds
- Bending/Stooping on occasion
- 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
- Trade show floor or event venues
- Temperature controlled
- Travel: Must be able to travel >25%

**Reports to:**

Director, Professional Development

**FSLA Status:**

Exempt

**Compensation:**

Salary

**Job Status:**

Full Time