

JOB INFORMATION

Job Family	Health Services
Sub-Family	Health Promotion/Education
Job Title:	Director - Educational Content
Job Code:	78410
Alternate Title	Patient Health Education Director
Version Date:	7/28/2021 6:47:40 PM
Salary Grade:	
Category	Healthcare
Department:	
FLSA Classification:	Non-Exempt
EEO Code:	Executive/Senior Level Officials and Managers
Job Level:	Executive

JOB SUMMARY

The Director of Educational Content is a member of the senior leadership team whose primary function is to drive and foster a culture of care for people with Parkinson's and their care partners. Driven by the purpose that everyone deserves a proper diagnosis and access to tools, resources, and experiences to help them live well, this leader will provide the educational vision for a team of creators and educators and will execute alongside the team. This person is accountable for providing and managing health education initiatives and programs that help individuals, families, and communities maximize and maintain healthy lifestyles while living with Parkinson's. This leader will work directly with the development, programs & outreach, and marketing departments to ensure the appropriate content and education is delivered in ways that are accessible, inclusive, and equitable.

Essential Functions

Essential Function	% TIME
Lead, manage, and hold accountable a best-in-class educational content team that includes internal and external resources. This team will include Parkinson's experts, course designers, content writers, media and production resources, and people with lived experience.	20%
Oversee the monitoring and evaluation of the Foundation's educational offerings and measuring their impact.	15%
Develop and oversee all the organization's curriculum and educational initiatives and Identifies future education requirements by maintaining rapport with Parkinson's stakeholders and other persons in a position to understand emerging patient education requirements.	15%
Develops, implements, and evaluates the Davis Phinney Foundation's educational content and programs by conducting needs assessments; consulting with physicians; evaluating departmental and administrative requests; and establishing rapport with Parkinson's stakeholders and other persons in a position to understand patient education requirements	10%
Develops the framework and protocols in which all educational initiatives will be deployed, including working processes that enable multiple parallel deliveries against an aggressive release schedule.	10%
Collaborates with programs and outreach departments to design and deliver educational programs for Ambassador and Healthy Parkinson's Communities initiatives.	10%
Create and manage against an annual departmental budget.	5%
Creates and communicates the shared vision for education improvements throughout the organization.	5%

Identifies and presents key issues impacting the experience of the Parkinson's audience for Board and Executive leadership discussion and decision making which will include findings, barriers to success, and progress toward results.	5%
Improves quality results by studying, evaluating, and re-designing processes, implementing changes.	5%

Additional Responsibilities

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Support and build the Foundation's reputation as a leading resource for living well tools.

Support Foundation's Diversity & Inclusion initiative through thoughtful outreach, practices of cultural humility and the inclusion of diverse leaders.

Communicate the importance and usability of the Foundation's programs.

Assist in other activities on the behalf of the Foundation.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education

Bachelor's Degree	Education, instructional design, or related field	Required	
Master's Degree	Education or business	Preferred	

Work Experience

5 years or more	Coaching, mentoring and leading content teams	Required	
3 years or more	Designing curriculum for on- and offline course materials and delivering educational programs	Required	
1 year or more	Experience with community health, healthcare organizations, and knowledge of Parkinson's highly desired	Preferred	

Skills

Leadership, organizational, and communication (verbal, written, and presentation) skills	High
Building trust and rapport with stakeholders including board of directors, donors, volunteers, colleague organizations, peers, direct reports, and others - effectively inspiring and supporting new levels of engagement activities with the Foundation	High
Passion for the organization's mission and a genuine investment in improving the lives of individuals impacted by Parkinson's.	High
Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.	High
Proficient in Excel, Word, Powerpoint, and Office 365 application.	Medium
Proficient in donor database, preferably Blackbaud CRM.	Medium

PHYSICAL DEMANDS/WORKING CONDITIONS

Physical Demands

<i>Physical Demand</i>	<i>NA</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>Frequently</i>	<i>Constantly</i>	<i>Weight</i>
Reading					X	
Carrying	X					35
Climbing Stairs	X					

Physical Demands

<i>Physical Demand</i>	<i>NA</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>Frequently</i>	<i>Constantly</i>	<i>Weight</i>
Crouching	X					
Grasping	X					
Grip	X					
Handling	X					
Kneeling	X					
Pinch	X					
Pulling	X					
Pushing	X					
Lifting	X					
Reaching	X					
Vision					X	
Repetitive Motions					X	
Sitting				X		
Standing	X					
Walking	X					
Stooping	X					

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

Working Environment

<i>Working Condition</i>	<i>NA</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>Frequently</i>	<i>Constantly</i>
Extreme cold	X				
Extreme heat	X				
Humidity	X				
Wet	X				
Noise	X				
Hazards	X				
Temperature Change	X				
Atmospheric Conditions	X				
Vibration	X				
Other	X				

TRAVEL REQUIREMENTS

<i>Travel Type</i>	<i>Percentage</i>
Domestic	5%

Valid Driver's License Required

<i>Yes/No</i>	<i>Reason for Drivers License</i>
No	To attend local and remote events, transportation while traveling.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Functional Competencies

<i>Competency</i>	<i>Level</i>	<i>Competency Description</i>
Business Impact	5. Senior	Sets goals for the division and contributes to corporate strategic decisions.
Collaboration	5. Senior	Reinforces partnerships internally and externally that could lead to growth opportunities for the organization.
Communication Skills	6. Expert	Highly accomplished communicator who affects the overall company.
Company Knowledge	6. Expert	Understands the overall strategic goals of the company and vast knowledge of the industry.
Influence	6. Expert	Achieves success using his/her ability to develop, maintain, and strengthen partnerships with others internally or externally.
Job Impact	6. Expert	Entire organization.
Managing Change	6. Expert	Demonstrates support for innovation and organizational changes needed to improve effectiveness and efficiency.
Problem Solving	5. Senior	Arrives at decision using analytical thought.
Analytical Thinking	5. Senior	Tackles critical large-scale issues using rational thinking and reasoning.
Functional Knowledge	5. Senior	Wide range of understanding of multiple disciplines.
Leadership Skills	5. Senior	Manages a division.
Strategic Responsibility	5. Senior	Sets or influences strategy for his/her division.

SCOPE

Freedom To Act

Works with minimal direction toward predetermined long-range goals. Acts independently to determine methods and procedures on new or special assignments. Determines and pursues courses of action essential in obtaining desired results. Takes calculated risks.

Problem Complexity and Problem Solving Timeframes

Works on significant and unique issues where analysis of situations or data requires and evaluation of intangibles. Aware and responds to changing and interconnected variables. Exercises independent judgment in methods, techniques and evaluation criteria for obtaining results. Problem/Task resolution timeframe: Inclusive of shorter timeframes, but typically twelve months or more to resolve.

People Management

<i># Direct Resources Managed</i>	<i># Indirect Resources Managed</i>
1-5	None

Impact

Erroneous decisions or recommendations would normally result in failure to reach goals crucial to significant organizational objectives and would profoundly effect the image of the organization.

Contact with Others

Frequently inter-organizational and outside customer / vendor contacts. Part of a team who represents the organization. Monitors activities and communicates information across the organization

Financial Responsibility

Total Financial Responsibility	\$100 - \$400 Thousand USD
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Budget Responsibility

\$100,000 - \$250,000	
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