

JOB INFORMATION

Job Family	
Sub-Family	
Job Title:	Senior Program Manager - Content & Curriculum
Job Code:	
Alternate Title	
Version Date:	12/15/2021 11:17:13 AM
Salary Grade:	
Category	Education
Department:	Education
FLSA Classification:	Exempt
EEO Code:	First/Mid-Level Officials and Managers
Job Level:	Expert Individual Contributor

JOB SUMMARY

This Senior Program Manager is accountable for the research, creation, execution, and management of the educational content at the Davis Phinney Foundation. This includes content created for the blog, the Every Victory Counts® program, events, webinars, educational brochures, and more. This role is also accountable for training & curriculum design and management. They are the chief editor for the Foundation's public-facing publications (digital and printed).

Essential Functions

Essential Function	% TIME
Researches, creates, executes, and manages the Foundation's educational content initiatives and creates learning goals and objectives for all educational initiatives.	25%
Writes technically accurate and engaging copy for the Davis Phinney Foundation website, blog, Every Victory Counts suite, and other educational content platforms as well as provides content for email, social media, and print.	20%
Ensures that all Foundation materials are copy edited before publishing.	15%
Develops a deep understanding of Parkinson's, with a specific focus on how current trends are applicable to the Foundation's educational content strategy.	10%
Designs and develops curriculum for Foundation-led training and coursework	10%
Identifies and nurtures relationships with speakers, content contributors, and freelance writers, communicating clear objectives for content and timeliness for article and presentation submissions.	5%
sCollaborate with the Education Department to monitor and evaluate the effectiveness of the Foundation's educational content and makes recommendations for new areas of content to develop.	5%
Works closely with Marketing to ensure content is SEO friendly and supports digital reach goals (web traffic, social media, etc.).	5%
Analyzes audience viewing behaviors and learning styles and creates appropriate ways for our community to consume information (video, coursework, podcast, webinar, etc.).	5%

Additional Responsibilities

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Supports the Foundation's inclusion, diversity, equity and access work through thoughtful outreach, practices of cultural humility, and the inclusion of diverse leaders.

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	Health Education, Writing, English, Communications, Journalism	Required	And
Master's Degree	Public Health, Health Education, English, Communications, Journalism,	Preferred	

Work Experience

8 years or more	8 + years' experience in medical writing and editing	Required	And
8 years or more	8 + years' experience as a trainer and/or educator in-person and online	Preferred	Or
8 years or more	8 + years' experience with curriculum design and development	Required	And

Skills

Strong verbal and written communication skills	High
Strong copy editing skills	High
Actively look for ways to help people	High
Proficient in Office 365 Applications and Project Management Software	Medium
Proficient in donor database, preferably BlackBaud CRM	Low
Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions	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					lbs
Climbing Stairs	X					
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				

Working Environment					
Working Condition	NA	Rarely	Occasionally	Frequently	Constantly
Hazards	X				
Temperature Change	X				
Atmospheric Conditions	X				
Vibration	X				
Other	X				

TRAVEL REQUIREMENTS

Travel Type	Percentage
Domestic	5%

Valid Driver's License Required

Yes/No	Reason for Drivers License
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

Competency	Level	Competency Description
Business Impact	2. Novice	Responsible for the team meeting goals and objectives.
Company Knowledge	5. Senior	Understands how the functions integrate into the division and the strategic concept behind the corporate goals.
Functional Knowledge	4. Experienced	Expertise in his/her discipline and understands these concepts in other disciplines.
Influence	4. Experienced	Profits from garnering support for concepts and solutions from other functions.
Leadership Skills	4. Experienced	Manages a function.
Analytical Thinking	5. Senior	Tackles critical large-scale issues using rational thinking and reasoning.
Collaboration	5. Senior	Reinforces partnerships internally and externally that could lead to growth opportunities for the organization.
Communication Skills	5. Senior	Communicates at a high level and is able to negotiate on a broad spectrum of matters.
Job Impact	6. Expert	Entire organization.
Managing Change	4. Experienced	Initiates improvements for the function.
Problem Solving	5. Senior	Arrives at decision using analytical thought.
Strategic Responsibility	4. Experienced	Sets or influences strategy for his/her function.

SCOPE

Freedom To Act

Work is accomplished without considerable direction. Exercises judgment in selecting methods, techniques, and evaluation criteria in obtaining results. Exerts significant latitude in determining objectives of assignment. Takes calculated risks with consultation from the expert.

Problem Complexity and Problem Solving Timeframes

Provides resolution to a diverse range of recognizable complex problems. Analysis is required to identify root cause. Uses judgment within defined boundaries to develop alternate solutions, both long and short term. Problem/Task resolution timeframe: Inclusive of shorter timeframes, but typically the majority of tasks take three to six months to resolve.

People Management

# Direct Resources Managed	# Indirect Resources Managed

Impact

Failure to obtain results or erroneous judgments or recommendations would normally have serious results and may require substantial expenditure of resources to correct and / or achieve goals.

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

The incumbent does not currently have budgetary responsibilities

Budget Responsibility

\$100,000 - \$250,000