

POSITION DESCRIPTION

GENERAL INFORMATION

Position Title: Chief Program Development Officer / Deputy Executive Director
Reports To Title: Chief Executive Officer / Executive Director
Work Group: Program Development
FLSA Status: Exempt
Date Updated: November 1, 2008
Position Number: 109001

POSITION SUMMARY

This position plans and directs all aspects of the organization's product and professional development policies, objectives, and initiatives, including the research of new products, product enhancements, and product redesign that align the product development function with the goals of the organization.

The incumbent leads the Program Development Work Group and is a member of the Chief Officers' Team, with responsibility for ensuring organizational accountability, alignment of initiatives with ASCD's strategic plan, and continuous improvement of business processes. This leader participates in decisions affecting the whole Association, with particular responsibility for maintaining a significant revenue stream to support organizational initiatives.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Directs the research, selection, development, and production of an array of Association programs, products, and services designed for member and nonmember practitioners, researchers, policymakers, and other constituents.
- Manages a team of experienced professionals tasked with identifying and meeting the educational needs of practitioners, policymakers, and other constituents.
- Ensures the portfolio of products is strong and will ensure long-term success.
- Engages in organizational planning and strategic priority-setting, and leads Association work groups and organizational teams in ensuring work is aligned with business strategy.
- Manages change and innovation; articulates a clear vision; and aligns resources to achieve the organization's goals.
- Engages staff in continuous improvement by ensuring that decisions about existing and proposed content and processes are grounded in data. Ensures resources are deployed for research and development of new content.
- Establishes and maintains professional relationships with external educational experts and practitioners who contribute to the Association's work.
- Ensures the achievement of short- and long-range goals for financial performance and market growth. Drives improved performance through an established set of metrics and measures.

QUALIFICATIONS

Knowledge:

- Position requires depth of knowledge in education and an advanced degree. An MBA is preferred.
- Knowledge of the K–16 education market; although reach beyond the traditional education marketplace is desired.
- Broad knowledge of product and program development, strategic planning, marketing, financial analysis, forecasting, and resource management.
- High-level understanding of the product development process and lifecycle.

Skills and Abilities/Critical Success Factors:

- Proven executive-level leadership skills, including building and leading cross-functional teams.
- Demonstrated ability to lead self-directed teams, refine processes, and adapt to a changing environment.
- Strong business acumen skills.
- Ability to influence opinions, behavior, or performance of experienced professionals critical to competent performance.
- A vision and consideration of long-term product quality and customer satisfaction.
- Entrepreneurial drive and extraordinary flexibility to manage all aspects of product development efforts, both large and small.

Experience:

- Ten or more years experience in a leadership role with a demonstrated ability to direct and manage organization-wide projects of global scope.
- Leadership experience in various roles and industry sectors.

WORK ENVIRONMENT

- Work occurs in a highly collaborative setting characterized by formal and informal teams of highly proficient professionals.
- The environment requires creativity and innovative ideas; independent, data-driven decision-making; high tolerance for ambiguity; political astuteness; collaboration with staff members in all work groups; and support for informed risk-taking.

PHYSICAL DEMANDS

- Travel to external meetings or conferences required (20%).

This position description summarizes the main duties of the job. It neither prescribes nor restricts the exact tasks that may be assigned to carry out these duties. This document should not be construed in any way to represent a contract of employment. Management reserves the right to review and revise this document at any time.

