



*Optimizing Health by Advancing the Quality of Medication Use*

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## POSITION DESCRIPTION

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| <b>Title:</b>               | <b>Director, Education</b>      |
| <b>Supervisor:</b>          | Senior Director, Communications |
| <b>FLSA Classification:</b> | Exempt; Full-time               |
| <b>Location:</b>            | PQA HQ Preferred                |

### **Position Summary:**

The Director of Education leads the strategic direction and delivery of PQA's educational activities, which are focused on medication use quality for professionals at diverse organizations in the U.S. healthcare system. Medication use quality is primarily focused on whether medication is safe, appropriate for the patient, taken as needed, and delivering good outcomes. PQA's educational programs provide information and training on best practices, innovations, trends and opportunities for collaboration across the industry.

The position is responsible for developing strategies, theme and topic ideation, and creating and managing program content, which is delivered through an Annual Meeting, Leadership Summit, Quality Forum Webinar series, continuing education programs, and other educational workshops, forums and events. This includes identifying speakers and learning formats.

The director is a highly organized individual, who is comfortable working in a fast-paced environment, up to date on medication quality and related pharmacy and healthcare topics, and able to develop timely, relevant events for PQA members and other quality focused health care professionals.

A key member of PQA's communications, stakeholder engagement and convening teams, this position partners with internal colleagues and external partners on event design, operations, sponsorship, promotion and marketing. The director is an entrepreneurial leader, who encourages program innovation across PQA, identifies new event opportunities aligned with PQA's mission and strategic plan, shares best practices, and delivers financially sustainable programs.

### **Responsibilities:**

- Lead the development of educational programming content for the Annual Meeting and Leadership Summit in coordination with the CEO, COO, Senior Director of Communications, and Director of Convening
  - Lead program development from overarching themes to panel development, speaker recruitment, speaker and moderator management.
  - Solicit and select (working through a PQA Planning Committee, as needed) Annual Meeting topics for plenaries, breakouts and other sessions.
- Lead and implement the Quality Forum Webinar series, a one-hour online program that

occurs 10-12 times annually.

- Identify thought leaders and subject matter experts to address a broad array of timely quality-related initiatives and information around performance measurement, value-based care models and regulatory/legislative changes that are shaping the future of healthcare.
- Establish and implement an annual webinar schedule, recruiting and supporting presenters and supporting webinar promotion in coordination with the Senior Director of Communications.
- Lead PQA's continuing education and certificate programs.
  - Maintain, update, and coordinate content for the Medication Use Quality continuing education and certificate program, including additional electives.
  - Deliver the practice-based component as part of the Medication Use Quality continuing education program
- Support the promotion of all PQA educational offerings to member and external audiences.
- Evaluate the value and success of PQA's educational programs and periodically assess PQA members' educational needs and broader market needs.
- Other duties as assigned.

**Position Qualifications:**

- Working knowledge of the healthcare industry, stakeholders, trends, and futures;
- Entrepreneurial spirit and track record of initiative, and ownership of work
- Voracious consumer of current events and the newsmakers driving those stories with an eye to uncovering new voices and trends
- Ability to forge strong relationships with stakeholders at all levels.
- Proven ability to effectively manage and lead multiple projects and priorities simultaneously;
- Exceptional interpersonal, written, and oral communication skills and be customer-service oriented;
- Knowledgeable and experienced with social media platforms;
- History of developing, maintaining and successfully marketing fee-based educational programs
- Experienced working with groups and teams within a membership association or organization and membership, marketing, meeting planning and communications

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

- Employee is regularly required to stand, sit, talk, hear and use hands and fingers to operate a computer and telephone keyboard.
- Close vision requirements due to computer work.

**Work Environment:** The work environment characteristics described here are representative

of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Standard office environment

**Travel:** Overnight travel during the PQA Annual Meeting, Leadership Summit and occasional meetings.

This job description does not imply that the stated requirements are the only expectations for the job. Incumbents are expected to perform any other duties that may be assigned. PQA has the right to revise this job description at any time.

**To Apply for This Position:**

Interested candidates should submit a letter of interest and resume to Christina McCloskey, Director, Human Resources & Operations at [cmccloskey@PQAalliance.org](mailto:cmccloskey@PQAalliance.org).

