UNIVERSITY OF SOUTHERN CALIFORNIA

Continuing Education Specialist

Job Code: 133105

OT Eligible: Yes
Comp Approval: 2/21/2017

JOB SUMMARY:

This position is responsible for initiating, coordinating, monitoring and tracking continuing professional education programs and activities for a school, division, or area. The Continuing Education Specialist researches funding and sponsors for continuing educational activities or programs, provides guidance to assigned professionals about educational opportunities, and conducts needs analyses. The position creates and maintains tracking systems for educational activities, ensures adherence to all relevant laws and regulations, and ensures that sources for educational materials, aids and needs are available for the program. The Continuing Educational Specialist oversees marketing and information dissemination about the program activities, administers the budget, ensures continuous accreditation with relevant organizations, and coordinates in-house professional development opportunities. The position is expected to stay continually informed of developments in the field of continuing education.

JOB ACCOUNTABILITIES:

*E/M/NA % TIME

Plans, coordinates and implements continuing education events and activities of varied duration and locations that provide knowledge and techniques to help professional personnel keep abreast of developments in their fields with the goal of increasing development and expertise. Oversees all aspects of continuing education events and activities from inception to completion such as program planning and scheduling, coordinating registration, venue and hotel services management, coordinating and managing local and guest faculty, solicitation and management of commercial supporters, instructional aids, billing, honoraria payments, expenses, audiovisual needs, appropriate course evaluations and data collection, and maintenance of records, etc. Establishes and communicates program priorities and deadlines to internal and external stakeholders. Serves as a community liaison and key resource for event and activity information. Resolves problems as needed.

Researches and analyzes sources of funding and matches best funding sources to the specific educational event and/or activity. Produces an information packet for educational grant requests and/or distribution to potential sponsors/donors. Completes funding applications and budgets for submission to funding agencies and/or organizations. Prepares responses to Requests for Proposals, reviews agreements, and maintains proper educational grant documents for finance and accounting purposes.

Provides guidance to others for educational events and activities and participates in the compilation and analysis of needs assessment data, development of description and program objectives for the educational events and/or activities and ensures that information presented is evidence-based and aligned with continuing educational objectives. Researches and identifies trends and needs on an ongoing basis. Conducts formalized needs assessments related to each activity.

Develops and maintains information systems and procedures to facilitate the operations of continuing education activities.
Interprets and ensures adherence to state laws, federal guidelines and other rules, regulations, and guidelines of related organizations.

Develops and/or recommends strategies to ensure acquisition of appropriate venue, faculty, course materials and instructional aids for educational events and activities and/or marketing strategies and selection of promotional methods that will target the appropriate audience. Prepares course descriptions and write-ups that promote outstanding professionals and cutting-edge contributions to area of specialty. Determines size, layout, number and distribution of marketing pieces, as needed. Oversees design of marketing pieces in preparation for printing.

Administers budget(s). Gathers, analyzes and reports data. Monitors assigned budget lines and reports variances. Provides projections and recommendations, as requested. Provides financial reports, as required.

Ensures continuous accreditation with required and relevant accredited professional organizations, as appropriate, that regulate and moderate professional education guidelines. Maintains processes and procedures for tracking and reporting of required elements for all accredited programs. Coordinates continuing education credit functionality across all activities to ensure seamless tracking and reporting of credits.

Coordinates in-house professional development opportunities when available. Develops schedules, invites speakers, manages reimbursements and facilitates all aspects of presentation (e.g., audiovisual supporting, posting announcements, coordinating credit, etc.) as appropriate.

Stays informed of developments in field. Reads pertinent literature, attends meetings and participates in professional associations as appropriate. Establishes and maintains an active network of professional contacts.

Performs other related duties as assigned or requested. The university reserves the right to add or change duties at any time.

*Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.

**EMERGENCY RESPONSE/RECOVERY:**

Essential: ☐ No  ☐ Yes  In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.

**JOB QUALIFICATIONS:**

**Minimum Education:**

- Bachelor’s degree
- Combined experience/education as substitute for minimum education

**Minimum Experience:**

- 3 years

**Minimum Field of Expertise:**
Possess practical and administrative accredited education experience. Experience in soliciting continuing education grant funds or donations from a wide variety of sources. Experience with current professional accreditation criteria. Possesses working knowledge of professional standards, requirements and trends in educational opportunities in the area of specialty. Demonstrated strong skills pertinent to team work, communication, analytic problem solving and education advocacy. Demonstrated strong interpersonal, critical thinking and communication skills. Knowledge of and functional competency with computers, software, data systems and other electronic devices and methods used to deliver educational programs.

Preferred Experience:

5 years

Preferred Field of Expertise:

Practical and administrative accredited education experience in a university or other environment requiring on-going professional education or accreditation.

Skills: Administrative:

Communicate with others to gather information
Compute totals
Coordinate events
Establish filing systems
Gather data
Input data
Maintain filing systems
Prioritize different projects
Research information
Understand and apply policies and procedures
Understand and enforce regulatory guidelines
Use database and/or word processing software
Verify calculations

Skills: Other:

Analysis
Assessment/evaluation
Budget control
Budget development
Development/fundraising
Interpretation of policies/analyses/trends/etc.
Knowledge of applicable laws/policies/principles/etc.
Marketing
Organization
Planning
Problem identification and resolution
Scheduling

Skills: Machine/Equipment:

Computer network (department or school)
Computer network (university)
Computer peripheral equipment
Fax
Supervises: Level:

May oversee student, temporary and/or resource workers.

Comments:

Must have reliable form of transportation and valid California driver's license.

SIGNATURES:

Employee: _________________________________ Date:_____________________________

Supervisor: _______________________________ Date:_____________________________

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

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