



**ANXIETY AND DEPRESSION  
ASSOCIATION OF AMERICA**

**Senior Education Program Manager:  
Job Description**

*October 2019*

The [Anxiety and Depression Association of America](#) (ADAA) seeks a creative, flexible, and entrepreneurial full-time Senior Education Program Manager. This is a new position for ADAA that aligns with the organization's new five-year strategic plan (2020- 2025) and growth goals. The plan encompasses the creation and implementation of a strategic vision for ADAA's education portfolio by enhancing the integration of ADAA's professional and public education programs. Concurrently, the candidate will grow and manage ADAA's revenue and non-revenue generating community partnerships. The ideal candidate will possess a mental health background of five+ years and nonprofit or association management experience and will bring a creative and collaborative approach to enhancing ADAA's mental health reach and impact.

ADAA offers its membership ongoing continuing education opportunities that include a professional webinar series (approximately 15 1 hour, 1 CE/CME eligible webinars per year), a fall 3-hour virtual forum (3 CE/CMEs), and one annual 4-day educational conference (c. 28 CE/CMEs), with 1,400 attendees. In addition, ADAA also offers free monthly 40-60-minute webinars for the public on an array of critical topics related to anxiety, depression, and co-occurring disorders. The evidence-based content of ADAA's education programming (both professional and public focused) is developed and hosted/written by ADAA's professional membership.

The Senior Education Program Manager will help develop a strategic vision for ADAA's comprehensive education agenda. The position will manage and support ADAA's public and professional on-line education programs as well as serve as the content expert and liaison to the annual conference committee. The conference liaison's responsibility entails working closely with the committee's volunteer member experts. This position will also work closely with ADAA's outsourced meeting planners on all programming/event needs related to the conference. The position is also responsible for researching, developing, and managing new partnerships to enhance ADAA's educational offerings. The position reports to the Deputy Executive Director.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Provides strategic leadership, manages, and develops innovative and compelling live and online educational programs by remaining current with key anxiety and depression focused mental health issues through discussions with professional members and other nonprofit mental health associations. It is key that all ADAA public and professional programs are evidence-based and timely.
- Ensures that the professional webinars are revenue positive.
- Provides strategic leadership on how ADAA can and should position its education portfolio.
- Provides substantive input and manages the annual conference education committee; ensures that the committee meets ADAA's internal deadlines; manages the conference budget; helps to identify leaders in the field who may be interested in speaking at the conference and beyond; oversees all conference certification needs and speaker disclosure information; and works with ADAA's outsourced meeting planners and the marketing team to ensure that timelines are met.
- Develops new education initiatives and/or new delivery mechanisms (researches and provide input on how ADAA should deliver its online programming)
- Establishes and manages partnerships (with like-minded mental health and educational organizations) to further develop ADAA's public and professional education programming and reach. Goal is to significantly grow ADAA's partnership programs over the next two-to- three years.
- Ensures CE/CME compliance of all ADAA education programming and manages ADAA's certification program (provided through an outside joint sponsorship certification organization).
- Leads and manages ADAA's Professional Education and Public Education Committees and several of ADAA's special interest groups to enhance member engagement with ADAA's professional and public mission as well as identifying and developing evidence-based content for webinars, blogs, and the website.
- Other duties as assigned.

## **QUALIFICATIONS**

### **Required:**

The successful candidate must possess entrepreneurial-style thinking with business-oriented results, excellent verbal and written communication skills, be detailed-oriented, collaborative, and have strong organizational and technology skills. The candidate must have:

- 5+ years of administrative/managerial experience in education development.
- Experience in certification programs.
- Experience in developing innovative educational activities, both live and online.
- Ideally - 2+ years of experience working in a membership or non-profit organization.

- Experience with webinar platforms (i.e. GoToTraining, Zoom –ADAA is open to exploring other e-learning platforms as well.)
- Excellent interpersonal skills and a team player.
- Excellent writing skills.
- Facility with technology is critical; Experience in Excel; Drupal or other website content management systems; Higher Logic (Informz) or other email marketing platforms; YourMembership (or similar AMS platforms), Adobe Photoshop and/or other desktop publishing skills.
- Experience managing multiple complex projects simultaneously.
- Experience collaborating with volunteers.
- Ability to work independently with minimal supervision.

**Preferred:**

- Mental health professional background
- Experience in curriculum development and or in instructing.
- Experience in facilitating e-learning programs

**Job Type:**

Full-time in ADAA’s Silver Spring office; travel to annual conference (usually 5 days). Occasional work on evenings/weekends.

ADAA offers a competitive salary and comprehensive/robust benefits package which includes 17 paid holidays (including the week between Christmas and New Year’s and 2 days off after the annual conference), paid vacation time and sick leave, medical/dental benefits (ADAA covers 85% of this cost), a Simple IRA with a 3% company match, a healthy work-life balance, a collaborative team environment, and opportunities for personal growth and professional development.

**Job Location:**

Silver Spring, Maryland (walking distance to Silver Spring metro).

**To Apply:**

Please send a cover letter that addresses the required background/salary history, resume, and a writing sample (i.e. blog post, article, press release) to Lise Bram (lbram@adaa.org) by October 31, 2019. ADAA does not pay relocation costs. Start date for this position is December 2019/January 2020.

**About ADAA**

The Anxiety and Depression Association of America (ADAA) is an international nonprofit membership organization dedicated to the prevention, treatment, and cure of anxiety, depression, OCD, PTSD, and co-occurring disorders through education, practice, and research. ADAA provides education about the disorders and helps people find treatment, resources, and support.