



DATE ISSUED: 05/07

FLSA: Exempt

PTO: VCS

JOB DESCRIPTION

TITLE

Associate Director, Lifelong Learning

JOB SUMMARY

Performs administrative and supervisory work in the operation of the continuing education program for Texas Woman's University. Responsibilities include participation in long range planning and goal development for the Division of Continuing Education in the Office of Lifelong Learning. Work is performed under minimal administrative supervision and performance is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Assistant Vice President, Lifelong Learning

Supervises: Coordinators of Lifelong Learning, and clerical staff

PRIMARY DUTIES - *May include, but not limited to the following:*

Participates in long range planning and goal development for the Division of Continuing Education in the Office of Lifelong Learning.

Participates in office and personnel management and review, setting day-to-day priorities.

Assesses educational needs and markets relevant programs.

Develops and implements new educational programs.

Provides overall administrative leadership, management, and marketing for programs.

Negotiates contracts with hotels, centers, etc., for program sites.

Composes brochure copy using personal computer software, coordinates publicity, and utilizes direct marketing strategies for marketing of programs.

Secures appropriate instructors, providing guidance in program methods and techniques as needed.

Develops and monitors program budgets and agreements.

Evaluates programs.

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Serves as a liaison with University, community and professional, government, and other resource groups.
Maintains accurate records and statistics using personal computer software.
Prepares and submits reports, including the departmental annual report.
Assists in developing an administrative support system for non-credit programming, including physical arrangements and record-keeping.
Supervises program implementation, including attending initial meetings or programs.
Analyzes program participant evaluations and implements program improvements.
Responsible for establishing job standards for subordinate staff and effectively evaluating staff under charge. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ADDITIONAL DUTIES

Performs other duties as requested.

EDUCATION

Bachelor's degree in Business Administration, Marketing, or a related field, or equivalent comparable experience.

EXPERIENCE

Four years of experience in the development and/or implementation of educational programs.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

Ability to plan, direct, and evaluate a complex operation, using manpower, time, funds, and other resources for the accomplishment of long-term and short-term goals of the institution.
Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.
Ability to provide administrative guidance within area of responsibility, providing direct training and supervision as needed.
Ability to apply budgetary and fiscal planning techniques within financial constraints.
Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities.
Ability to integrate resources, policies, and information for the determination of procedures, solutions, and other outcomes.
Ability to communicate effectively -orally, by phone, in person, and in writing.
Ability to use a personal computer and other office equipment.

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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 this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk or hear. The employee must have the ability to occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include ability to distinguish the nature of objects by using the eye.

WORK ENVIRONMENT

Supervisors are responsible for maintaining an environment that is free from discrimination, intimidation, coercion or harassment, including sexual harassment. Work is performed primarily indoors in an office setting. The noise level in the work environment is low to moderate. While performing the duties of this position, the employee may be required to travel.

SAFETY

Supervisors are responsible for the safety of their employees by creating and maintaining a safe work environment. New employees should be provided with safety instruction during the first 30 days of employment and receive, as applicable, annual refresher safety training. Supervisors should operate equipment safely and report any unsafe work conditions or practices to Management or Safety Coordinator. Supervisors should insure that employees work in a safe manner and submit injury/accident reports to the Office of Human Resources within 24 hours of notification.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____ **Date:** _____

Texas Woman’s University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

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Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, sex, sexual orientation, or ethnic origin, age, veteran's status, or against qualified disabled persons.

All positions at Texas Woman's University are deemed security sensitive requiring background checks.