

Job title	<i>Senior Director, Strategic Content and Scientific Programs</i>
Reports to	<i>Chief Operating Officer</i>

Job Purpose and Reporting Structure

The Senior Director, Strategic Content and Scientific Programs directs and drives the Society’s strategy and growth for all scientific, digital, and leadership and professional development programming to ensure alignment with member strategies, current and future growth, and technical capabilities. This position focuses on the design, growth and delivery of innovative technology-based education, but also is responsible for overseeing and providing strategic leadership to ASHG’s continuum of current and the development new education programs (i.e. Annual Conference, workshops, leadership and certificate programs, etc.).

Major Duties & Responsibilities

Strategy

- Serves as a central staff lead for coordinating programmatic and planning efforts for all scientific, digital, and professional development programming for the ASHG Annual Meeting and digital and career programs; ensuring successful achievement of planning milestones and alignment with overall Society and membership strategy.
- Uses entrepreneurial mindset to transform content into revenue generating programs and activities.
- Proactively consults with ASHG volunteer leaders and members to understand their learning needs, finds opportunities and tailors programs to address learning and development gaps.
- Leads the conceptualization and development of innovative learning products that enhance ASHG’s current offerings.
- Creates new programs and resources in response to current needs of the academic, scientific, and private sector communities.
- Provides a strategic roadmap for the data-based, process-oriented team that contributes to the strategic goals of the organization.
- Acts as internal advisor and consultant in the development of educational products including setting content development strategies, enhancing existing programs, and staging future program growth.
- Develops and communicates cohesive member value propositions related to scientific, leadership and career programs.
- Collaborates with meeting logistics, membership, and communications & marketing staff to develop marketing strategies/materials that promote ASHG programs.

Digital Learning

- Partners with staff liaisons and collaborates with ASHG Committees to develop and execute a robust online professional education and program that advances ASHG value to members and the field.
- Assesses the need for, develops, delivers, and partners with external vendors to tailor learning programs and curriculum to existing or future needs of the organization.
- Oversees the online learning center and generation of new content, cross marketing opportunities, and opportunities for revenue growth.

Career Development

- Leads the development of new content geared to provide leadership and other management skills to trainees, early career members, and ‘mid-career’ regular members.
- Plans and implements programming and initiatives for ASHG’s trainees (undergraduate, graduate and medical students, postdoctoral and clinical fellows), and early career professionals.

- Guides the development of the Career Development Committee's events at the Annual Meeting and other ASHG channels.
- Responsible for the oversight of the Career Center, Career pages of website, and other career-related activities.

Annual Meeting Programming

- Partners with staff liaison on all Program Committee activities to develop the scientific program for the Annual Meeting.
- Leads the strategy to grow and repurpose Annual Meeting content to increase revenue generating opportunities.
- Oversees communication with speakers, moderators, reviewers, and proposers to support implementation of programmatic needs including the Abstract/Speaker Management partner and other contractors.
- Leads the process of Continuing Education for the Annual Meeting, ensuring coordination across teams of the programmatic, application, and Learning Management System aspects.
- In collaboration with Communications and Marketing team, develops the Annual Meeting Program at a Glance.
- Ensures post-event key takeaways, lessons learned, and evaluations are completed for Annual Meeting programming, digital learning, and career development activities.

General

- Develops and maintains, in consultation with lead program staff, annual budget for Digital Learning, Career Development, and Career Center activities and associated programs, including support related to grants received for these programs. Supports development of Annual Meeting budget in partnership with Senior Director, Meetings & Exhibits Operations.
- Serves as primary liaison to the Career Development Committee, working to ensure their charges and Action Plans are carried out.
- Secondary liaison to the Digital Learning Committee and Program Committee, leads the staff team responsible for all logistics and implementation of the Digital Learning Committee and Program Committee work.
- Oversees and supervises a team of five staff including the Digital Learning and Professional Education Manager, Digital Learning and Career Development Coordinator, Career Development Specialist, Scientific Programs Sr. Manager, and Scientific Programs Coordinator.
- Develops RFPs and negotiates contracts for providers such as our LMS platform, Job Board, Abstract Management System, and other related technologies and services to support the department functions.
- Reviews Board reports and presents updates to the Board on areas of primary oversight.
- Oversees preparation of reports and statistics for internal and external stakeholder groups.
- Develops and manages appropriate standard operating procedures and timelines.
- Collaborates closely with colleagues responsible for interrelated functions such as committee liaisons, communications, development, the annual meeting, and IT.
- Other duties as assigned to meet organizational requirements.

Skills and Qualifications

- Bachelor's degree required, CAE or DES a plus.
- 10+ years of professional experience in membership societies, non-profit scientific associations and/or academic scholarship programs.
- Experience developing and overseeing professional education, annual meeting programming, professional development programs, grant-funded programs, online programs, and project management. Experience with volunteer leadership committees in an association environment.
- Proven experience in creating new programs and translating that into revenue generating educational activities.
- Knowledge of instructional and online learning and technologies. Familiar with online software hosting platforms, providers of such platforms, best practices, and copyright procedures.

- Direct supervisory and budget experience required.
- Strong problem-solving skills and ability to help build standard operating procedures and timelines
- Excellent verbal and written communication skills
- Proficient in MS Office (Outlook, Word, Excel, PowerPoint).

Working conditions

- ASHG offices are located in Rockville, MD near White Flint Metro in office space with free parking, onsite fitness facility, and dining options. We offer a work environment with a great mission, collegial team, and professional trust and respect.
- ASHG has adopted a flexible work environment that enables the employee to work with their supervisor regarding remote work and in-person activity. To achieve the needed functions of some positions, ASHG reserves the right to require in-person weekly office hours in ASHG's Rockville office. This position requires in-person availability and willingness during key time periods or at the supervisor's request.
- 37.5 hours/week, full-time exempt.
- Occasional evening or weekend meetings or events, and travel 1-2x/year, including to Annual Meeting each October.

Physical requirements

- This position requires sitting (90%), standing (5%), and walking (5%). It requires computer work involving extensive use of keyboard, mouse, and monitor; and occasionally requires lifting materials of ~20 lbs.

Approved by: *Signature of the person with the authority to approve the job description*

Date approved:

Reviewed: