

# Educational Programming Strategist

## Full-time, 37.5 hours/week, salaried

### Organization Overview:

The American Council of Academic Physical Therapy (ACAPT) is a dynamic and innovative 501c6 trade association committed to delivering high-quality products/services to our customers. Our core purpose is to lead physical therapy in the pursuit of academic excellence. ACAPT's organizational membership includes 95% of all U.S.-accredited physical therapist programs. We serve and represent the faculty, clinical partners, and administrators of nearly 290 physical therapist programs.

### Job Summary:

As ACAPT's Educational Programming Strategist, you will be at the forefront of our mission to revolutionize education by identifying high-demand content that is currently unavailable in the market. You will leverage your expertise in educational trends and audience analysis to uncover niche areas where there is a significant need for specialized learning experiences. With a keen eye for innovation and a strategic mindset, you will collaborate with content experts and key stakeholders in academic physical therapy to develop comprehensive strategies and implementation plans to transform these educational concepts into valuable products that resonate with our audience. This role requires a creative thinker who thrives on identifying opportunities, collaborating with cross-functional teams, and driving initiatives from conception to execution.

## PRINCIPAL RESPONSIBILITIES

- Elevate existing and introduce new educational programming and events to engage and enrich ACAPT members.
- Provide educational experiences through webinars, online classes, in-person workshops, summits, and the annual conference.

## TARGETED AREAS OF ACTIVITY

- **Educational Programming**
  - Collaborate with subject matter experts, developers, technology teams to identify unique, in-demand educational content, creating engaging learning experiences that meet the needs of our audience.
  - Oversee all elements of the learning management system (LMS) platform.
  - Secure continuing education units (CEUs).
  - Establish pricing models that align with similar markets.
  - Develop break-even budgets and conduct cost-savings analysis.
  - Design policies and procedures that reflect the activities.
- **Meetings and Events**
  - Support contractors and partnering organizations on the delivery of the annual conference.
  - Plan, coordinate, and execute external meetings and events such as workshops, webinars, and summits.
  - Create a budget for each meeting or event. Issue invoices and collect payments in a timely manner.
  - Conduct post-event data and strategic analysis to inform best-quality future events and ROI.
  - Coordinate with marketing staff to promote each meeting or event.
  - Continually evaluate and implement improvements for success.

## QUALIFICATIONS

- Required:
  - Robust project management skills demonstrating attention to detail and ability to multi-task and meet deadlines.
  - Experience with learning and event management software and systems.
  - Demonstrated success in coordinating events with 1,000+ attendees.

- Fearless of technology and aptitude for picking up and using new tools or expanding on basics.
  - Self-starter and able to work without close supervision.
  - Excellent communication skills
  - Equally comfortable working independently and with internal and external partners.
  - Keen collaboration skills representing ACAPT interests.
  - Strong problem-solving and negotiation abilities
- Desired
    - Experience with non-profits and/or trade associations a plus.
    - Bachelor's degree or relevant experience.
    - High level of creativity and curiosity.
    - Self-motivation, enthusiasm, and willingness to learn.
    - Visionary mindset.
    - Those with certification in learning and performance, project management, educational technology or equivalent credentials and experiences are strongly encouraged to apply, though this is not a requirement.

**Benefits:**

- Competitive salary.
- Benefits include medical, dental, vision, life & disability insurance.
- 401k plan with employer contributions.
- Professional development opportunities.
- Vibrant and collaborative work environment that fosters creativity and growth.

**Travel:**

This position requires the ability to travel to at least 2 conferences within the United States per year. Additional opportunities for travel to educational workshops, summits and other ACAPT events may develop.

**Hybrid/Remote:**

ACAPT's office is located in Alexandria, Virginia. Space is available for this position should you choose to come into the office to work on occasion. This position may also be fully remote.

Join our team and take on an exciting opportunity to drive success and showcase the value of ACAPT's educational offerings to our members. If you are a passionate and creative professional, we'd love to hear from you!

ACAPT is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive workplace for all employees.

Interests and inquiries may be directed to [executivedirector@acapt.org](mailto:executivedirector@acapt.org)