



## **Program Manager (Online Education) Job Description**

The Program Manager is a full time position and assists the Director of the Center for Innovation in Ministry in implementing and designing the institution's new online and onsite seminars, courses and certificate programs.

Utilizing project management, marketing and excellent communications skills, the Program Manager will coordinate and communicate to internal and external stakeholders by embodying wisdom and ethics skills to bring a diversified group of professionals with different specialties together for the success of the Center for Innovation in Ministry. This position drives both strategy and project management, impacting both the daily execution of online education and the overall vision of our online education initiatives. This position reports to the Director of the Center for Innovation in Ministry.

### **Essential Duties and Responsibilities:**

- Guides and manages educational offerings through the launch of a new brand of online certificate programs.
- Innovates and identifies knowledge gaps and opportunities to develop what is needed to support objectives.
- Routinely monitors the regional business environment, relevant publications and trade organizations to understand marketplace needs and identifies the need for new program offerings.
- Develops strategic marketing plans for seminar and certificate offerings.
- Creates and updates marketing materials including print, electronic and social media.
- Manages open enrollment and custom programs including the scheduling and reporting associated with programs (i.e., budget, income, and expense) and oversees all aspects of program logistics and implementation.
- Acts as the primary point of contact and the first-line customer service representative to participants and instructional faculty by providing an explanation of services, troubleshooting needs, resolving issues and creating plans for open enrollment and onsite participants.
- Oversees all program logistics in support of instructors and participants (including availability of necessary instructional materials, Moodle, Zoom sites and other links, room set-ups, meal coordination, schedules, rosters, etc.).
- Initiate contact with targeted networks to recruit new enrollees as well as to solicit referrals from past participants for enrollment in programs.
- Develops full scale project plans; including progress tracking and data capture, timelines, project tasks and resource requirements, and leading regular check-in meetings.
- Actively participates in strategy meetings with the Director of Center for Innovation in Ministry to ensure objectives are accomplished.
- Implement evaluation processes for curricular revisions.
- Provide copywriting and content for website, email communications and social media.
- In collaboration with multiple departments including the Marketing department, responsible for maintaining program information on the educational online portion of the website that aligns with our integrated communications and lead generation strategy across multiple arenas, including brand and educational program messaging, collateral, public relations, website & social media.

- Maintains a strong understanding of the competitive marketplace and thought leadership, including graduate academic institutions, emerging non-profits and community groups at the forefront of social change.
- Maintains necessary certifications for continuing education requirements.
- Prepares contracts for instructional faculty (delivery and signatures).
- Updates the online educational website on an ongoing basis.
- Assists in preparing budgets and coordinating financial processes (instructor payments and client invoices, material and facility needs) for all programs.
- Develops and maintains professional relationships with participants, consultants, staff and faculty.
- Supervise the use of intellectual property and material preparation for programs.
- Other duties as assigned by the Director of the Center for Innovation in Ministry.

**Qualifications:**

- Bachelor’s degree in education/administration or closely related fields
- At least three years’ or more of progressive, professional responsibility for program management, administration and implementation of educational programs (preferably continuing education) including curriculum development
- Skilled with online CRM database (preferably Salesforce) and budget management
- Comfort working in a faith-based environment
- Exceptional interpersonal and communication skills; able to interact effectively and collaboratively with diverse constituencies including instructional faculty and across a wide-variety of socio-economic, racial-ethnic, and religious backgrounds, and nationalities
- Self-motivated and energetic and able to work independently, accept responsibility with limited supervision; and manage multiple tasks to completion
- Excellent customer service and promotional skills
- Willingness to take ownership of initiatives to modify and improve procedures
- Thorough knowledge of short- and long-range planning and operational planning techniques
- Ability to utilize Microsoft Office products and social media tools effectively
- Clear and effective verbal and written communication skills
- Ability to work occasional evenings and weekends and to travel to offsite locations to facilitate scheduled programs
- Effective time management and organizational skills
- Contribute positively to a collaborative working environment

**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 regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee is frequently required to reach with hands and arms. The employee is occasionally required to stand; walk; climb or balance and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds. Specific vision abilities required by this job include Close vision, Peripheral vision, Depth perception and Ability to adjust focus.

Please send Resume and Cover Letter to [JOBS@SFTS.EDU](mailto:JOBS@SFTS.EDU)  
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