



Job Description

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| Title: | Director Education & Training Program Development |
| Reports to: | CEO Information Services Group |
| Department: | 20/20 CE |

The Jobson Optical Group products reach the ECPs, retailers and laboratories playing major roles in the global optical market today. From industry news, product launches, fashion trends and clinical information to research, educational programs, custom publishing and e-marketing, Jobson is the leading, single source for today's worldwide ophthalmic community. Brands include 20/20, Vision Monday, Review of Optometry, Review of Optometric Business, Women in Optometry, ECP Business Services, Jobson Research, Jobson Interactive and Frames Data.

General Description

The Director, Education & Training Program Development will create and implement creative successful annual sales plans that support revenue generation for the Optical Retail group. The Director will also work with other team members to create and promote a wide range of projects and products that will substantially grow revenues for the department.

Job Responsibilities

- Work with the VP/Publisher to define annual sales budgets
- Lead the creation of an annual sales plan for the Education & Training Program Development Group that will achieve sales goals
- Work with Marketing/Content teams to coordinate annual sales, marketing and content plans and to create unique education and training programs
- Work with the sales groups to coordinate efforts to best serve the customer.
- The Director will work with the VP/Editor in Chief to coordinate annual sales and editorial plans
- Propose and promote education and training project and programs for print, digital and live media
- Other duties as assigned

Qualifications

- Minimum of 5+ years' experience coordinating and selling successful trade advertising or education campaigns
- Bachelor's Degree or equivalent work experience required
- Successful candidates will have a refined business intellect and a devoted work ethic
- Professional, diplomatic and tactful

NOTE: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.



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- Familiar with CE requirements
- Strong working knowledge of Microsoft Office programs (Word, Excel, Access)
- Advanced Power Point skills to create client materials a must
- Strong organizational skills and attention to detail
- Strong interpersonal and communication skills, both verbal and written
- Ability to maintain flexibility and teamwork in a fast-paced
- Ability to focus on tasks and workload and to initiate the follow-up necessary to complete projects/sale
- Ability to analyze challenging situations and develop/recommend solutions

Travel

- Extensive travel required; up to 60%

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