



American Concrete Pipe Association

## Director of Education

### Overview

The Director of Education is a full-time within the American Concrete Pipe Association (ACPA) and reports directly to the Vice President of Marketing. The position is remote-eligible but requires occasional travel for events such as Pipe School, Committee Days, planning sessions, and other training opportunities.

The Director of Education is responsible for overseeing the educational programs and training opportunities the ACPA offers to its member companies, key stakeholders, and industry partners. In collaboration with the Education Committee, its Chair, and Co-Chair, the Director sets the vision and strategy for education programming, assesses, and identifies the educational needs of both members and industry partners, develops training to meet these needs, drives continuous improvements to the education platform, and devises strategies to engage both new and existing learners to grow education demand.

Playing a crucial role in planning, coordinating, communicating, and executing training programs across the organization, the Director of Education is instrumental in the messaging and marketing of these programs. The ideal candidate must be adept at managing multiple projects simultaneously, showcasing the expertise of the ACPA staff and members, staying organized, ensuring timely follow-ups, and maintaining excellent communication skills to keep stakeholders informed. Additionally, they should manage a comprehensive calendar of education events for both members and industry partners throughout the year.

### Education Program Responsibilities

Pipe School (in-person event)

- Work with the Education Committee, Chair, and Co-Chair to plan Pipe School.
- Identify key programs, topics, and presentations for Pipe School.
- Work with the controller to determine the Pipe School budget to be able to achieve these programs. Accountable to the budget and delivery of profit goals.
- Work with VP of Marketing, Controller, and Education Committee Chair to determine additional sponsorship needs.
- Work with the Education Committee and ACPA staff to build the event schedule including pre and post event tasks.
- Work with the VP of Marketing, Director of Membership and Events, and Marketing Manager to determine plans and timelines for abstracts, registration, website development, marketing campaigns, show décor, and other show-related activities.
- Participate in marketing strategies and the development of collateral as needed.
- Overall ownership of all Pipe School programs ensuring they are planned, executed, and have well prepared agendas and scripts. Ensure holistic communication is happening and all parties are in the know.
- Participate in Education Committee calls and host ACPA Staff calls.
- Identify staff assignments and committee assignments, ensure they are communicated and meet business needs.

#### Pipe School Encore (virtual event)

- Work with the Education Committee, Chair, and Co-Chair to plan the Pipe School Encore, including the date, time, and registration.
- Identify key topics and presentations from Pipe School for Encore.
- Work with the education committee, forum leaders, and presenters to build the schedule.
- Work with the VP of Marketing and Marketing Manager to ensure registration is built, the website is updated, and marketing communication is pushed.
- Host practice sessions for all Encore hosts and participants.
- Establish a script for each day of Encore and ensure it is well communicated.

#### Education Webinars and/or Workshops

- Leverage reporting and surveys to identify training priorities nationally.
- Work with staff and the education committee to select trainers and schedule training.
- Coordinate with the Marketing Manager to build registration pages for each event.
- Push marketing emails via HubSpot and to State Directors and Region Engineers to help promote events.
- Host practice sessions for each training providing guidance and feedback to the presenters.
- Engage in follow-up activities after each training, including issuing education credits (PDHs), recording and editing training events, and ensure training is uploaded into the ACPA's Learning Center and on the website.

#### P.I.P.E. (Pipe Installation Practices Education) Program

- Schedule and manage the P.I.P.E. Train the Trainer program.
- Manage the P.I.P.E. program ensuring the material is up to date on the website, in the learning center, and accessible to stakeholders.
- Schedule preparatory meetings for the program trainers ensuring they are following the checklist and are prepared to deliver quality training.
- Accessible during trainings to assist with the Learning Center as needed (done remotely)

#### P3 (Professional Product Proficiency) Online Training

- Schedule, promote, and host all P3 training sessions.
- Coordinate schedule with the training team and determine trainers for each course.
- Maintain all P3 material online and in the Learning Center and ensure it is up to date and reviewed prior to each session.
- Responsible for all communication with P3 registrants, including communication leading up to the training, weekly communication including Learning Center information, and follow-up communication with Certificates of Completion, PDHs, and an invitation to Pipe School.
- Launch P3 On-Demand.

#### Learning Management System (LMS) Administrator (i.e. ACPA Learning Center)

- Overall owner of the Northpass Learning Management System (LMS)
- Create, upload, and maintain all learning paths and courses in the learning management system.
- Promote the ACPA Learning Center to members and industry partners.
- Ensure all programs in the learning management system maintain ACPA branding.
- Meet with learning management system partners routinely.

- Work with regional resources to provide training material in the Learning Center specific to their region.

#### Cross-Committee Relationships

- Work with all ACPA Committees to identify training needs or utilize their expertise to train members and industry partners.
- Check-in with ACPA Committee Chairs to check-in on their current education programs and offer assistance as needed (Quality School, Journeyman, Production Academy, Pipe School).

#### Additional Education Programs, Responsibilities, and Priorities

- Work with the task group to develop internal soft skills training for members.
- Development and rollout of the All-Star Mentorship Program.
- Work with the Education Committee and Marketing Committee to develop Workforce Development Material and Website.
- Strategize and innovate new programs and training for staff, members, and industry.

#### Qualifications

- Bachelor's Degree required.
- Experience with education programming, development, training, and facilitation
- Leadership experience
- Strategic vision and planning
- Stakeholder engagement
- Experience managing an LMS (setting up courses, learning paths, certifications, etc.)
- Analytical skills
- Time and priority management
- Ability to find solutions in environments with a variety of different stakeholders
- Self-motivation and a high level of integrity
- Exceptional attention to detail with the ability to meet tight deadlines
- Ability to take on tasks that are outside of the scope of the director role. We are a small team that puts priority on getting work done in any way possible to advance our strategic plan.