



Director of Education Job Posting

TLA Overview

The Texas Library Association (TLA) is the largest state library association in the U.S. with almost 6,000 members representing all library types: academic, public, school, and special, as well as library supporters dedicated to helping libraries better serve their communities. TLA is a non-profit 501c3 organization founded in 1902 to promote libraries and library services in Texas and support the work of libraries, library professionals, and educators throughout the state.

Exempt, Reports to Executive Director

Directly Supervises: 2

Position Overview: The Director of Education leads the educational programming, content development and instructional design strategy for TLA's statewide digital and face-to-face professional development portfolio. Additionally, the Director of Education oversees the implementation of all educational meetings and events with a Meetings and Events Manager and Education and Programs Manager.

The Director of Education will have experience in event management, education program development, and volunteer and staff management. Library experience is preferred.

The Director of Education will develop needs assessments, business plans, budgets, oversee hotel and convention center contract negotiations, develop pricing strategy, and collaborate with a multitude of stakeholders in the library community including members, partners, and vendors.

This position is based out of our Austin office and residence in the Austin/Central Texas area is a requirement. TLA currently offers a hybrid work schedule option up to 2 days a week, dependent upon meetings and event scheduling and association workloads, especially during crucial times in advance of large events such as the TLA Annual Conference.

This is a fast-paced, high-volume position in a rapidly changing environment within the association and library world. TLA is committed to providing and promoting a highly inclusive, welcoming workplace experience for all employees.

Professional Development

- Develop, plan, and analyze the educational needs of librarians and library staff across the continuum of library types, positions, and scope of work. Implement TLA's educational strategy through the design and delivery of highly desirable, innovative education programs

via digital and facet-to-face workshops, conferences, certification programs and other delivery mechanisms.

- Serve as the staff business liaison for various TLA Standing Committees, including TLA's Conference Planning Committee, Equity, Diversity and Inclusion Committee, Texas Council of Academic Libraries, and direct other Education staff liaisons in their activities. Effectively engage and cultivate volunteer and member strengths to achieve high performance outcomes and experiences.
- Develop strategic industry alliances to conceive and present education plans that align with potential funding opportunities and current educational needs and TLA Strategic Priorities.
- Develop relationship with industry subject matter experts including Publishing Houses and Speakers Bureaus to recruit and prepare high-caliber industry experts and celebrities to add value to TLA's professional development content and experiences.
- Establish cross-functional relationships with all internal TLA staff program stakeholders (education, marketing, member services, finance, and the Association Management System and other technologies) to facilitate innovative education program development initiatives and adhere to production timelines from inception through product launch.
- Employ adult learning best practices and utilize current technologies to support learner engagement.
- Ensure compliance with applicable TSLAC, SBOE accreditation guidelines.
- Develop and implement assessment strategies and tactics for all educational activities based upon learning objectives and desired level(s) of educational outcomes.

Meetings and Conventions

- Develops, directs, and executes the strategic and operational plans for all meetings and convention activities.
- Prepares convention and event budgets, develops and manages departmental budget to achieve targeted revenue and bottom line, provides prompt and accurate forecasts, ensures timely processing of departmental accounting activities.
- Participates in site inspection visits and is a contributor to site selection decisions and contract negotiations with hotels and convention centers for future meeting needs and housing requirements to ensure budget adherence and protection of the association's financial resources and brand.
- Approves copy and design of convention publicity materials and program, signage and other meeting materials as needed.

- Collaborates with Marcomm department to ensure successful marketing and communications of meetings-related activities.
- Collaborates with Exhibits and Sponsorship department to ensure all product and service marketing opportunities meet marketing, contract and event obligations, deadlines and budget successfully.
- Conducts and presents post-event analysis and makes recommendations for future events.

General

- As a member of the management team, support and fully participate in all association activities as a key contributor and staff leader.
- Manage all internal and external resources necessary to ensure the successful implementation and support of education programs.
- Supervise and develop staff to deliver education programs on time and within budget that meet technical and quality standards. Manage direct reports' performance to achieve strategic initiatives/goals.
- Participate as an active contributor in the budgeting process, reviewing departmental financial statements monthly to ensure Education department activities are meeting and exceeding association fiscal budgeted needs.
- Maintain current professional and technical knowledge by attending educational workshops, reviewing professional publication, establishing professional networks both in the library and association communities and participating in professional industry associations.
- Other duties may be assigned.

Who You Are:

- Bachelor's degree required; MLIS and/or CAE preferred.
- Minimum 7 years' experience in delivering continuing education and events in a professional association, library, or similar environment. Previous supervisory experience required.
- Demonstrated experience working with Learning Management Systems and Association Management Systems.
- Experience in writing and developing education needs assessments and proposals to support an education portfolio.
- Proven contract negotiation, meeting planning and sales experience.

- Able to master complex systems quickly and translate technical information for novices to easily understand.
- Ability to deliver on-time and within budget approved projects within established parameters using independent judgment and related work experience.
- Proven ability to troubleshoot and to plan effectively to avoid problems.
- Demonstrated ability to independently plan and implement professional development experiences in a variety of innovative settings and formats
- Commitment to an inclusive culture and approach to your work
- Professionalism: Good judgment; ability to interact with all levels of staff, volunteers, and vendors.
- Ability to lift 20 lbs.
- Ability to travel frequently within the state and nationally.
- Position contingent on passing criminal background check.

Organizational Relationships – Reports to the Executive Director and supervises the Meetings and Events Manager and Education and Programs Manager.

Salary & Benefits:

Salary Range: \$80,000 to \$95,000 depending upon experience

Excellent employee benefits provided including:

- Company-paid employee health, vision, dental, and ADD insurance
- Employer-matching 401(k) retirement fund up to 9%
- 21 paid holidays each year
- 10 paid vacation days each year
- 12 paid sick/3 personal days each year
- Option for remote work up to 20%
- Employer paid professional development support for related membership and continuing education attendance such as conferences and professional service
- Onsite fitness facilities
- Centrally located in North Central Austin off Mopac
- Close to ideal dining, shopping, and entertainment options

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

TLA is an Equal Opportunity employer. Personnel are chosen based on ability without regard to race, color, religion, sex, national origin, disability, marital status or sexual orientation, in accordance with federal and state law. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Applications close January 13, 2023, 5 p.m.

To apply please submit your resume, cover letter, salary requirements and availability to:

Shirley Robinson, CAE

Executive Director

shirleyr@txla.org