I am hoping that there is a qualified individual in your network who would be interested in this part-time opportunity to have a full-time impact on his/her professional colleagues.

Western Schools is a nationally recognized and accredited provider of continuing education for social workers, mental health counselors, marriage and family therapists, and psychologists.

We take great pride in both the quality and diversity of our course offerings. Our 2015 plans for course development are ambitious and, to meet our goals, we are seeking a second social work education planner to work with outside authors and subject matter ex perts in revising existing courses and developing new ones.

Our evidence-based courses are written by subject matter experts and reviewed through a double-blind peer-appraisal process, and, once released, are reassessed at set intervals to ensure that their content continues to reflect developments in the field and clinical practice standards.

I have inserted the job description below for our social work education planner. Please feel free to share this with others who might be interested.

I am happy to field any questions that you or interested applicants might have. Interested applicants should submit a cover letter and CV directly to me at dlefkowitz@westernschools.com

**TITLE       SOCIAL WORK EDUCATION PLANNER                    WESTERN SCHOOLS**

**Mission Critical Purpose of the Job:**Rapidly expand high-quality, accreditation-compliant content within and across professions in the form of the number of courses and hours of CE that Western Schools can offer to social workers, mental health counselors, marriage and family therapists, and psychologists.

**Job Summary**

Plan and manage the design and delivery of a marketable coursew are prod uct line delivered through a mix of low and high technology learning platforms for healthcare providers.

Responsibilities will include all or some of the following:

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| --- | --- |
| **Primary Responsibilities** | **Knowledge, Skills, Abilities** |
|          Contribute to the strategic planning process and innovation in the design and delivery of Western Schools’ products.          Advise Wes tern Sch ools on emerging trends and practice changes in the profession.          Advise Western Schools on developments within the profession related to possible changes in licensure, specialty certification, and continuing education cha nges.          Recruit and retain skilled and motivated subject matter experts, authors, and reviewers through effective leadership approaches to selection, performance management, developm ent and coaching. Recommend replacements when need arises.          Help recruit medical writers, developers, copywriters, and copyeditors, when asked, to ensure and improve the quality, accuracy , and timeliness of content.          Work within budgets to achieve goals and workforce needs for assigned course development.          Read and review courses at various developmental stages to advise authors and Western Schools on needed further development.          Continuously seek to differentiate Western Schools from its competitors and improve the value proposition offered to our customers.         Develop product line plans, goals, and project schedules. Manage, implement, and monitor the effectiveness of strategies and approaches used.          Use and interpret market data and analysis to understand markets and customer needs as a basis for product planning, positioning, and new product introduction strategies.          Provide input when needed on product line marketing strategies: product, pricing and placement. Research and analyze product line’s course curriculum and topics based on assessment of customer needs, competitive products, markets, probability of accreditation, and business potential.          Research, analyze and recommend an overall approach and mix of low and high technology delivery platforms and vendors (print, online interactive, e-readers, etc.) based on customer-driven preferences.          Work across professions with other Planners to create multi-disciplinary courses, “crossover” courses, and courses using adapted content.          Recruit and/or develop external profession-specific Advisory Board to broaden scope of practice, fill gaps in expertise, and ensure broader consensus of opinion.  |          New product introduction experience for the healthcare professional continuing education market.          Demonstrated expertise in instructional design and course development processes necessary to ensure the regular flow of consistently high-quality cost-effective courseware product line.          Demonstrated expertise with authoring tools, multi-media development, content management systems, and learning management systems.          Ability to clearly communicate in a supportive and motivating manner, both verbally and in writing. Outstanding proofreading skills, accuracy and attention to detail.         ;  Strong conceptual skills, interviewing and listening skills, willingness to learn, and a passion for words, clarity, and applications.          Ability and desire to “get inside the learner’ s head� B!I and cultivate empathy for his/her concerns in order to craft courseware for learning.          Ability to select, coach, develop, lead, and manage people so that business goals are achieved and top talent is retained.          Derive sense of meaning from disseminating evidence-based practice information to practitioners in the field.          Excellent track record in building and sustaining stakeholder relationships.          Excellent negotiating, problem-solving and data-based decision-making skills. ·         Self-starter with ability to work well autonomously under pressure and multi-task while adhering to project deadlines.      &nb sp;  ;  Strong time and project management and organizational skills.          Team player with ability to work collaboratively in and outside the organization.          Strong sense of ownership and pride in the work produced.          Computer: proficiency using Microsoft Office products: Excel, Word, PowerPoint. |

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| **Other Responsibilities** | **Knowledge, Skills, Abilities** |
|          May assist in managing course accreditation process.         May write courses.        Must positively influence outside subject matter experts.         Must serve as an internal market expert and resource to team members and company executives. |          Deep knowledge of assigned markets, demographics, workforce characteristics, educational requirements, certifications, specialties , career ladders, and emerging trends.         Ability to present market data using spreadsheet and presentation software. |

**Debra**

De bra Lefk owitz, Managing Editor

Western Schools ● Continuing Education

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