

## Director, Education and Certification

### POSITION SUMMARY

The Director of Education and Certification is responsible for the design, development and delivery of high quality professional development, training and certification solutions to help our Travel Agency, Travel Agent and Education members be more successful. This position requires excellence in leadership, project management, learning design and delivery, and client management expertise. Direct reports include the Coordinator of Education and Certification, as well as external training providers.

### KEY ACCOUNTABILITIES

#### Education and Certification Leadership

- Lead the design, development and delivery of ACTA's Education, Training and Certification programs utilizing a variety of methodologies;
- Ensure that the structure and content of the online ACTA Campus meets the needs of our members;
- Lead the development and execution of an annual education and training calendar, in collaboration with the Director of Membership and the Director of Partnerships;
- Develop relationships with external trainers, product specialists and subject matter experts, and secure their services for ACTA when required for webinars, podcasts, web-based modules and conferences;
- Develop relationships with colleges that offer Travel and Tourism programs and evaluate opportunities for ACTA's programming (certification, training, publications, and endorsements)
- Prepare Certification Presentations for the national team to use in attracting new certification members;
- Work in collaboration with the Director of Marketing, Communications and Partnerships on the development of promotional materials for the ACTA Campus and education events;
- Work in collaboration with the Director of Membership and Regional Membership Managers on identifying new education programs that our members value;
- Work in collaboration with the Senior Management Team to ensure the Membership database and Membership Prospecting database is up to date with current, accurate and relevant data;
- Lead and manage the administration of ACTA Certification, Endorsement and Licensing Programs;
- Prepare the learning methodology and project plans for government and partner proposals;
- Develop and deliver internal training for the ACTA team when required;

#### Team Leadership

- Lead, coach and motivate the Coordinator, Education and Certification;
- In collaboration with the Director of Membership, coach and motivate the Regional Membership Managers and the Coordinator of Education and Certification in attracting and retaining certified members;
- Prepare financial forecasts and monitor performance against monthly and annual objectives to ensure goals are realized;

### **Events and Conferences**

- Lead the education component of the annual Travel MarketPlace Conferences on behalf of ACTA, working in partnership with host (Acclaim Meetings)
- Actively participate in ACTA networking events, where appropriate, including Travel Agent Day, Member Appreciation events and golf tournaments.
- Lead or participate in national committee meetings where necessary (e.g. National Fraud Committee etc.)
- Develop and executive travel education related conferences and Fam trips where appropriate (Travel Educators Conference, Student Travel Conference, Destination Fam Trips, Professional Development Presentations and Events)

### **Strategy**

- Work in collaboration with the Senior Management Team and Board of Directors in the development and execution of ACTA's 4-year strategic plan;
- Contribute to board reports, annual reports and participate in board meetings when appropriate;

### **Other:**

- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional associations;
- Provide leadership to and support all members of the ACTA team as required.

### **COMPETENCE AND SKILLS**

- Excellent instructional design, training development and facilitation skills;
- Demonstrated ability in applying adult learning theory and interactive instructional design methodologies;
- Ability to prioritize and execute initiatives in a fast moving environment;
- Strong project management skills;
- Significant experience in developing and delivering webinars, podcasts and high impact presentations;
- Strong understanding of online learning technology (e.g. Articulate, Captivate, Lectora);
- Strong leadership capabilities to lead, coach, and motivate Coordinator, as well as positively influence national Regional Membership Manager team;
- Customer/Member service focussed;
- Professional, confidential and well-mannered at all times;
- Exemplary written and verbal communication skills;
- Organized with attention to detail;
- Creative, energetic and outgoing;
- Excellent computer skills, including MS Office Suite.

**CREDENTIALS**

- University Degree, Diploma and/or Certificate in a Learning & Development related education program;
- Minimum of 5 years experience in a Learning and Development leadership role;
- Knowledge of the Travel and Tourism Industry is an asset;
- Bilingual in English and French is a strong asset.

**LOCATION:**

2560 Matheson Blvd. East  
Suite 226  
Mississauga, ON  
L4W 4Y9

**POSTING CLOSE DATE:**

April 11, 2018

**ACTA.CA**