



Job Title	Manager, Continuing Education	Job Code	AA0513
Pay Plan	A&P	Pay Grade	18
Union	Non-Union	FLSA Status	Exempt
Job Family	Academic and Program Management	Union Code	0
		Subfamily	Continuing Education

Job Family & Subfamily Summary

Academic and Program Management Professionals develop, administer, or support programs that enhance the learning environment for students or faculty development.

Continuing Education Professionals design, promote, administer, and support programs that foster ongoing adult learning and educational competencies. Researches and assesses educational needs and interests for targeted audiences. May also deliver content, programs, materials, technology, and learning approaches accordingly.

Job Summary

Provides direction to operations staff, and faculty in delivery of programs at multiple locations and formats. Develops, licenses curriculum; leads instructional design, provides support services, and related technology. Negotiates contracts, seeks partnerships, manages compliance/accreditation. Performs market research, financial analysis, marketing & outreach activities.

Representative Duties

1.
 - Delineates yearly portfolio of programs
 - Outlines a strategic plan to expand yearly portfolio of programs available and assesses the performance and needs of existing programs
 - Develops new products for existing customers and identifies new markets for all existing products
 - Conducts market research, benchmarking and surveys to determine regional needs and upcoming trends
 - Determines most effective and quality model for new program
2.
 - Researches, evaluates and selects corporate or organizational partners that can enhance the portfolio of programs available
 - Negotiates contract terms, revenue share, payment terms and responsibilities for all parties involved
3.
 - Collaborates with UCF faculty in the planning and development of non-credit programs, conferences and events
 - Performs financial analysis and forecasting for new and existing programs to meet fiscal year financial goals and KPIs submitted as part of UCF's planning process
 - Directs program staff in researching, designing and deploying new programs
 - Manages operations staff activities and marketing to ensure programs are deployed as planned and adjustments are made as needed
 - Recruits, hires, develops and evaluates performance continuing education faculty
 - Evaluates supporting technology and determine which technology to integrate in the planning and delivery of each program
 - Prepares program documentation for accreditation as needed and manages compliance with contracts and accreditation agencies
 - Researches most appropriate and cost-effective marketing opportunities to support each program offered
 - Solicit bids for various services, designs campaigns, and monitor marketing budget
 - Negotiates all instructional and program support fees to ensure financial goals are achieved
 - Determines minimum and maximum enrollments for each program to ensure each program is self-sustaining and supports a yearly growth goal
 - Reviews each closing budget to evaluate program performance and develop a plan for the next fiscal year or program cycle

Education, Experience, Skill Requirements

	Required	Preferred
Education Level	Bachelor's	Master's
Certification(s)		
Licensure(s)		
Work Experience		
4+ years of relevant work experience		
Additional Requirements		

Physical/Environmental Demands

Standard office environment with no unique physical demands

This general outline illustrates the type of work that characterizes the job. The statements in this job description are not intended to be an exhaustive list of all duties, responsibilities and qualifications required of the job.