

GORDON CONWELL

THEOLOGICAL SEMINARY

Title: Associate Director of Learning Experience, Gordon-Conwell (Ockenga) Institute
Reports to: Executive Director, Gordon-Conwell (Ockenga) Institute
Location: Remote
Status: Full time (37.5 hours per week)

Overview

Gordon-Conwell is a multi-denominational evangelical Protestant graduate school, unique with its broad array of over 2100 students and 200 faculty and staff from 98 denominations and 55 countries. Our four campuses include a residential model of education at South Hamilton, MA (our main campus); an urban context offering classes in five languages in downtown Boston, MA; adult educational models in both our Charlotte, NC campus and our offerings in Jacksonville, FL; and cohort models involving students from around the world.

Our mission is to prepare men and women for ministry at home and abroad. Rooted in the gospel and God's Word, the seminary seeks to develop Christian leaders who are thoughtful, globally aware, spiritually mature and ready for a broad array of ministries. While being historically orthodox and evangelical, we seek to address the issues of our times with both relevance to the culture and faithfulness to Christ and God's truthful Word.

The Gordon-Conwell (Ockenga) Institute supports GCTS by extending that mission to lay leaders and learners, delivering exceptional micro-learning experiences to learners to equip them with specific practical skills to do Kingdom work around the world.

Position Summary

This position supports the strategic selection, development, and launch of new micro-learning experiences from Gordon-Conwell (Ockenga) Institute. Under the supervision of the Executive Director, this position is responsible for designing and implementing the micro-learning experience via digital, hybrid, and in-person venues, aligning and managing GCI's product roadmap, assessing overall portfolio performance, and overseeing project delivery and performance. Consideration for the quality of experience across the whole of the GCI learners' journey is key to this position.

The Associate Director of Learning Experience facilitates decision making based on meaningful metrics and criteria, and supports leadership in choosing which initiatives to start, maintain, or shut down as needed. To ensure that strategy and execution are aligned with GCI's vision and goals, this position encourages consistent, effective systems and processes that favor simplicity and transparency to increase efficiency, productivity, and time to market, resulting in the delivery of exceptional products and services to target audiences.

The incumbent will conduct market research, data collection/analysis, and financial analysis in the discovery and design phases; will identify and track key measures and resources in the develop and deploy phases; and will provide regular assessments and decisions on product viability, feasibility, and sustainability in the documentation phase. Digitally savvy and curious on latest technology trends, the incumbent is continually up to date on virtual event best practices, has an audience-centric approach, and provides innovative thinking to drive new ideas in an ever-changing environment.

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Primary Responsibilities

Product Development & Portfolio Management

- Provide leadership while working cross-functionally with internal and external stakeholders on strategy, conception, operations, learner engagement, and execution of a growing portfolio of learning experiences.
- Manage product portfolios to develop strategies that capture and maintain market share; develop and maintain product roadmap; provide regular portfolio updates to GCI and GCTS.
- Showcase deep knowledge of online experiences for virtual learning and stay up to date on industry best practices and appropriate technology and platforms, and how these can be translated into GCI's offerings to elevate learner experience.
- Analyze product viability, performance, competitiveness, and market trends while developing growth strategies to meet revenue and profitability goals, while understanding the fully burdened costs of proposed and current projects.
- Develop and update policy and process documentation, stored and distributed appropriately.

Project Management

- Work with relevant internal and external stakeholders to manage all technical aspects of virtual events, including documentation of requirements, direction of programming for hybrid and virtual experiences, integration with other GCI platforms, and management of conference mobile apps.
- Lead requests for proposals, selection process and contract management of virtual event platform(s) and/or conference mobile applications for each experience, working with IT, Accounting, and other internal departments.
- Oversee project budget, management and timelines of each experience, and lead internal project management processes and reporting, defining key milestones, and ensuring deadlines are met.
- Coordinates with, and supervises, on-campus event staff, to solicit and book banquet and catering functions, as well as the planning, merchandising and execution of the events.
- Develop materials such as Best Practices, FAQs, and training materials to support hosts, speakers, and experience support staff.

Experience Execution

- Collaborates with GCI team to develop a hybrid strategy for the return of live events, with appropriate technologies and logistics while adhering to the budget.
- Serves as event host and/or moderator during the rehearsal and live event, based on experience needs.
- Retrieve post-experience reports and utilize data to evaluate success and make recommendations for improvement.

Team Management

- Recruit, train, and lead event/host team to build long-term, value-based learner relationships that enable achievement of sales objectives.
- Provide management, coaching and guidance to develop the effectiveness of the learner experience team.
- Other duties as assigned.

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Note

- Standard working hours are Monday through Friday, 9:00 am – 5:00 pm ET. However, must have flexible schedule and be able to manage events taking place on evenings and weekends as well as during normal business hours.

Required Competencies

- Ability to get people to buy into and deliver on change. Drive ownership and accountability within the project team. Advocate for team vision, mission and objectives. Ability to effectively line manage and delegate within a matrixed environment.
- Keen understanding and experience in building online communities and virtual networking or events.
- High-energy individual with the ability to calmly lead events, and trouble shoot issues accordingly during a live event and control the attendee experience.
- Ability to communicate information effectively, both orally and in writing within GCI and GCTS as well as external clients, partners, and other stakeholders.

Education & Experience

- Bachelor's degree from college or university required.
- Graduate degree in biblical/theological studies preferred.
- Understanding of the academic, personal, and spiritual capabilities required for theological and ministerial training.
- Experience in higher education environments.
- Experience in business analysis, strategic planning, and successful delivery, including requirements definition and business case production.
- Experience of portfolio management and ability to oversee multiple projects and initiatives concurrently.
- Experience in designing and implementing end-to-end systems and processes that do not yet exist and improving those that do.
- Minimum of 1-2 years of experience building events and using virtual platforms.