



## Director of Credential and Professional Development Programs

Managing six credentials, two micro-credentials, and over [seventy-five professional development courses](#), you will have the unique opportunity at the [National Apartment Association Education Institute](#) (NAAEI) to leverage hot topics into meaningful courses that bring value to participants. Joining a growing industry with a huge demand for quality training programs, you will lead the path for young professionals to grow in their careers – all while honing your own skills in curriculum development, program management, and staff leadership. NAAEI is uniquely positioned to take advantage of trending topics in the apartment industry and provide the training these professionals need to further their career success.

### About NAA

Finding a secure, affordable home has always been the American dream. But in a quest to achieve financial security, many Americans have turned away from home ownership. Demand for apartments is at a multi-decade high with more than four in ten Americans now renting.

As America's leading advocate for quality rental housing, the [National Apartment Association](#) (NAA) is at the intersection of several powerful demographic trends in our society. Half of the housing needed in the United States to meet demand between now and 2020 will consist of rental properties. Not only is demand increasing in traditional markets, but new markets are emerging as Green Building initiatives flourish and colleges increasingly turn to public/private partnerships to meet demand for student housing. NAA's mission is to serve the interests of multifamily housing owners, managers, developers, and suppliers, and to maintain a high level of professionalism in the multifamily housing industry in order to better serve the rental housing needs of the public.

### Position Overview

As Director of Credential and Professional Development Programs, you will work with local affiliates, partner organizations, colleagues at NAA, and subject matter experts from the industry to develop and distribute timely and relevant learning programs. Our job at NAAEI is to promote careers in the apartment industry. (Watch [this video](#) for some real-life success stories.) Your job is to understand how best to tailor our offerings to how our audience likes to learn, providing credentials and education programs that are fresh and relevant to our members' needs.

Reporting to the Executive Vice President of NAAEI and leading a team of two, your ability to seize opportunities and capitalize on trending industry topics will be vital to the production of content that members and affiliates want.

At NAAEI, we provide training and professional development for regional and community managers, leasing consultants and maintenance technicians. Our 6 credentials, 2 micro-credentials, and over 75 professional development programs focus on topics from marketing, to relationship building, to financial management, to legal risk management, to hiring and training



employees, and a variety of other business needs. We help our members with their biggest challenge: recruiting, retaining, and developing a capable workforce.

Many of our members are early career professionals, just joining the industry, and the way they consume content may be different from how longer-tenured staff is accustomed to learning. So whether it's a full certification offered in-person through [one of our affiliates](#) or an online micro-credential through our [education portal](#), we will look to you to be sure our courses are interesting, valuable, and fully address best practices in the industry. [One of our partners](#) says it best: our programs raise performance (improving resident acquisition, satisfaction, retention, and reputation), streamline administration (simplifying company-wide training), reduce risk (delivering up-to-date compliance training), and customize solutions (ensuring the courseware and administration meets the needs of the people, the teams, and the companies we serve).

## Responsibilities

### Program Administration

Working with colleagues inside and outside of the organization, you will manage all aspects of our programs, including needs assessment, audience analysis, skill standard development, curriculum design, exam development and delivery, and live and online program delivery and evaluation.

- Oversee development and maintenance of curricula; selection and management curriculum development vendors and subcontractors.
- Manage NAAEI exam development and delivery; review bi-annual reports with exam results; review exam item performance and serve as liaison with exam vendor.
- Oversee management of printing and fulfillment of credential and professional development training materials and serve as liaison to printing/fulfillment vendor.
- Manage NAAEI's online learning platform, [www.GoWithVisto.org](http://www.GoWithVisto.org) (which includes updating and maintaining all content, pricing, customer purchasing, marketing, sales analysis, and revenue share payments) and serve as liaison to NAAEI's online vendor.
- Oversee management of professional development live webinars, including speaker selection, presentation review, marketing, registration, and broadcast.
- Recruit and select qualified subject matter experts (SMEs) to participate in job task analysis, skill standard development, and exam item writing sessions.
- Maintain annual American National Standards Institute (ANSI) accreditation of Certificate for Apartment Maintenance Technicians (CAMT) program by ensuring compliance with ANSI standards, creating documentation of NAAEI's policies and procedures, submitting applications for reaccreditation, and meeting onsite with ANSI reviewers.
- Work with the NAA marketing team to promote the programs.



- Monitor program performance and adjust curriculum and/or offerings as needed. Leverage program successes to ensure all programs are up-to-date and running smoothly.

#### Leadership

- Provide leadership, mentorship, and coaching for two direct reports – the manager of education technology and the curriculum designer.
- Serve as liaison to the NAAEI Curriculum Development Committee and the NAAEI Program Administration Committee.
- Manage project deadlines and budgets.
- Oversee management of monthly live informational webinars with NAA affiliated association staff including webinar invitations, webinar content and recording, and posting each webinar.

#### **Qualifications**

- Bachelor's degree and experience in instructional design, training delivery, and learning technologies.
- 7 or more years of certification, professional development, or adult learning experience. Experience developing and delivering web-based, instructor-led, and blended-learning training solutions for adults, including webinars, credentials, micro-credentials, books, etc.
- Demonstrated success growing sales of online credentials and professional development programs, ideally for an association.
- Demonstrated success working with state and local association affiliates or chapters preferred; experience working with volunteer committees and subject matter experts.
- Demonstrated organizational skills; ability to manage multiple projects simultaneously.
- Exceptional communication and interpersonal skills.
- Ability to travel 10%.

#### **Attributes**

- Collaborative. You are happy to listen to others, share information, and work cooperatively at all levels. You understand that it takes combined expertise to create successful educational programs.
- Trustworthy. People know you have their best interests in mind and you are sincere in your communications. You know how to build trust internally and externally. You are viewed as professional, accountable, respectful, and collaborative.



- Leader. You are a facilitator and team builder. You have proven experience coaching, mentoring, and developing staff at all professional levels. You work as an integral part of a team that works and wins together.
- Project manager. You are exceptionally skilled at juggling multiple tasks, allocating and optimizing resources, and managing timelines. You manage a project from start to finish.
- Flexible. You easily reprioritize to seize opportunities, yet remain resolutely focused on long-term priorities. You like to have a variety of tasks and responsibilities in your work.
- Business-minded. You have successfully structured programs to generate revenue. You are data-driven and able to anticipate, identify, and analyze needs.

### What's Attractive to the Right Candidate?

- As a senior executive, [raising the professionalism of the industry](#), this is a high profile role backed by a financially strong, winning organization with ample reserves. Like the industry we represent, NAA is poised for significant growth over the next decade.
- You can be proud of the work we do to support our members with their most important challenge: developing future leaders. And you can be proud of the work we do to support course participants with their most important challenge: advancing their careers.
- You will be joining an organization that embraces the creation of new ideas. NAAEI holds enormous growth potential and you will help lead the effort.
- You will find your coworkers to be collegial, experienced, and professional and you will enjoy your interactions with NAAEI and NAA boards, NAAEI committees and NAA members.
- We offer an excellent benefits package, including medical, dental, and vision insurance, short-term and long-term disability coverage, 401(k) plan, a bonus plan for all employees, educational benefits, professional memberships, condensed work-week options, and more.

### To Apply

Simply email your resume to Aileen Hedden at [resumes@staffingadvisors.com](mailto:resumes@staffingadvisors.com) with "**NAAEI – Director of Programs / 2018-2303 CW**" as the subject of the email.

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