Education Officer Program Manager

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

JOB SUMMARY:

The Education Officer (EO) is responsible for the development, management, implementation, communication, needs assessment and evaluation of all educational and patient-centered educational activities. The EO will oversee the project management of multiple educational initiatives to support melanoma patients and caregivers and work collaboratively with multiple departments to help advise on content and statistics for public awareness campaigns. The EO will work collaboratively with melanoma key opinion leaders to review MRF-based educational content and develop programming based on the feedback from the medical and patient community. In addition, the EO will work closely with the programmatic team to ensure exclusivity of needs and ensure that MRF educational content is balanced and accurate. This position is based in Washington, DC and will have a dual report to the Senior Patient Engagement Officer and CEO.

DUTIES AND RESPONSIBILITIES:

- Develop and implement educational programming including on-demand and LIVE webinars, animated patient videos, Executive Reports and educational literature
- Conduct patient/caregiver-focused surveys and focus groups to identify unmet patient needs and collaborate with the programmatic team on program development
- Work closely with the MRF’s Events Manger to curate and implement the MRF’s National Patient Education Symposium series
- Ensure educational materials are up-to-date, accurate, and accessible to the melanoma community
- Create new educational materials in collaboration with the Programs team
- Support and oversee measurement and evaluation of educational deliverables, including outcomes and impact metrics
- Ensure educational activities are congruent with the MRF’s mission, goals, values and priorities
- Develop relationships with key melanoma academic centers and opinion leaders
- Manage consultants and contracted services for all educational needs, including, but not limited to Mechanisms in Medicine- Animated Patient Videos and ON24 Webinar Platform
- Develop and foster partnerships by attending community events and activities, including but not limited to the National Council on Skin Cancer Prevention
- Work collaboratively and cross-departmentally with programmatic colleagues on the further development of the Melanoma Survivorship Program which includes but not limited to website content, Annual Survivorship Summit, educational webinars etc
• Coordinate education for rare subtypes including symposia, summits and other programming as needed
• Maintain and grow the Education Institute coursework by developing new courses and expanding upon the Certified Melanoma Educator Course, including a focus on science training for advocates
• With Senior Patient Engagement Officer work closely with industry partners on education and patient-related activities surrounding advisory boards, surveys, needs assessments and better understanding the patient voice
• Oversee content development, patient/professional focus group testing of educational materials and concepts
• Develop and manage Education Department budget(s) as assigned
• Develop the educational messaging around public awareness and prevention campaigns and work with the Communications Department and other departments as needed
• Manage the MRF’s library of educational literature and resources and track metrics on educational offerings
• Write, edit and review all educational-related content on the MRF’s website to ensure completeness and accuracy
• Identify and maximize program potential for generating revenue by supporting development in sponsor and grant funding opportunities by providing expert opinion, program descriptions and news, and compelling up-to-date metrics and reporting
• Develop educational offerings for providers including but not limited to dermatologists, ophthalmologists, general practitioners, pediatricians etc
• Other responsibilities, as needed

KNOWLEDGE, SKILLS, AND ABILITIES:

• Ability to travel. Some overnights and weekends are required
• Ability to work independently and be a member of a team or committee
• Excellent communication and writing skills
• Excellent relationship skills internal/external staff, board officers, vendors and members of the melanoma community
• Experience developing educational materials, trainings and literature
• Effectively distribute educational print materials with the appropriate audience in mind
• Ability to work with diverse population and be sensitive to cultural differences
• Proven ability to be a proactive, responsible and a dedicated worker
• Team player, creative thinker and effective problem-solver
EDUCATION:
- Bachelor’s degree in health-related program required
- Masters preferred
- CHES certification preferred
- Advance knowledge of a disease-area or experience in a related health field

ADA PHYSICAL DEMANDS: The physical demands represent those that must be met by an employee to successfully perform the essential duties and responsibilities of the position. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.
- The position requires being seated for several hours a day
- The employee must frequently speak and hear as well and utilize the telephone, computer keyboard and monitor, pen and paper
- The employee is required to walk and/or travel by car, train or plane

Resume and Cover Letter can be submitted to Ivis Alfaro at ialfaro@melanoma.org