

## Job Description

Job Title:	Director, Outreach and Education
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### Summary

The Director, Outreach and Education leads the WCIRB's strategic imperative to provide professional education, industry outreach and customer-valued products and services that are integral to a healthy workers' compensation system. The Director is responsible for developing and implementing a comprehensive outreach and education program that is focused on the needs of member insurance companies, employers, and agents and brokers. This includes developing and executing the outreach and education Plan; establishing measurable and meaningful program objectives; initiating, building and maintaining relationships across the stakeholder community; and developing tools for evaluating program effectiveness, product and service adoption and overall customer satisfaction.

The Director works closely with the Customer Experience team and other key internal stakeholders to develop and execute the education and outreach program.

The Director reports directly to the Managing Director, Customer Experience.

### Essential Duties and Responsibilities

- Leads the development and implementation of the WCIRB's customer outreach and education strategy in support of WCIRB product, service and educational initiatives. Develops metrics to measure the success of product adoption and utilization, outreach achievement and education engagement.
- Works with external organizations to identify areas of need, establish dialogue and focus groups in order to develop and expand mutually beneficial partnership relationships.
- Develops the goals and objectives of the WCIRB's stakeholder education efforts. Evaluates and prioritizes tactical approaches.
- Directs and coordinates the business content of educational materials that are delivered via a wide array of media including but not limited to presentations and seminars, on-line interactive modules, publications, and collaborations with industry partners.
- Manages, monitors and updates the educational and training content of the WCIRB Website to ensure it reflects the business needs of WCIRB customers.
- Coordinates the resources needed to produce new and modified product awareness and point of contact materials to meet required delivery dates.
- Manages the WCIRB's speaker request program, including the selection of speakers and creation of educational and training materials.
- Makes presentations to stakeholder groups including insurers, policyholders and agents and brokers.
- Plans and executes annual MOD talks and IIABCAL webinars.
- As needed, develop a budget to support outreach and education efforts

### Qualifications

This individual must be able to perform each essential duty in order to perform this job successfully. The requirements listed below are representative of the knowledge, skills and/or ability required. Reasonable accommodations, as required by ADA, may be made to enable individuals with disabilities to perform the essential functions.

### Education and Experience

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- Five to eight years of experience in developing client relationships and expanding outreach efforts or related WCIRB experience in a cross-section of business units.
- Demonstrated knowledge of the Workers' Compensation insurance industry and/or WCIRB core business processes.
- Intermediate or advanced proficiency in Microsoft Office to retrieve and analyze department data, create educational material, and prepare presentations.
- Bachelor's degree (including completed courses in relevant areas such as business administration, management, marketing, public relations and communication) supplemented by courses and seminars in relevant subject matters and progressive work experience.

### **Marketing and Communications Skills**

- Strong public speaking and presentation skills using multi-media and presentation software required.
- Ability to communicate effectively and professionally, both verbally and in writing.
- Good listening and phone skills.

### **Leadership, Management and People Skills**

- Ability to develop and expand relationships with potential and existing clients to foster long term business relationships.
- Ability to formulate and communicate vision of department to senior management and staff, carry out WCIRB's mission, and identify ways to increase department's value to customers.
- Excellent project management and planning skills.
- Ability to adapt communications style to appropriate situation.
- Ability to project positive self-image and credibility.
- Lead and model initiative, accountability, clarity and agility to deliver great results.
- Lead the organization in making thoughtful and sound decisions that benefit the total organization.
- Develop a climate where people want to do, and can do, their best.

### **Certificates, Licenses, Registrations**

- Valid California Driver's License with acceptable driving record.

### **Physical Demands**

The physical demands described in this section are to be representative of those that must be met by an employee to perform successfully the essential functions of this job. Reasonable accommodations, as required by ADA, may be made to enable individuals with disabilities to perform the essential functions.

- Job requires both sitting at a workstation (70%) and moving about the office (30%).
- Moderate travel required.
- Must be able to travel by car to attend meetings and give presentations periodically.
- Must be physically able to drive a car.
- Significant amount of time spent at a PC using keyboard and/or mouse.
- Significant amount of time spent on telephone.

### **Work Environment**

The work environment characteristics described in this section are to be representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations,

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as required by ADA, may be made to enable individuals with disabilities to perform the essential functions.

- Frequent situations encountered which require patience, courtesy and decision-making on a constant and consistent basis.
- Frequent interaction with internal and external customers.

**Disclaimer**

Management may assign or reassign duties and responsibilities to this position at any time. As such, the job description may be revised depending on WCIRB's needs. Further, this job description is a general summary of responsibilities and requirements and is not intended to be all-inclusive of the responsibilities and requirements of this position.