

JOB DESCRIPTION

JOB TITLE: Education Program Manager

DEPARTMENT: Programs

REPORTS TO SVP of Programs and Advocacy

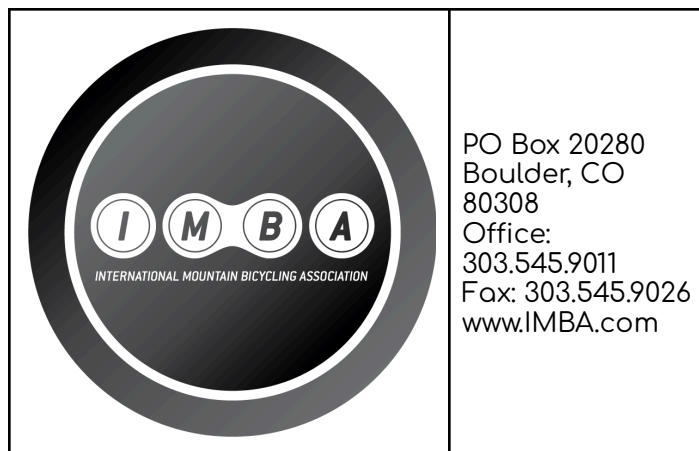
EFFECTIVE DATE: March 2025

SUMMARY: An outdoor recreation industry Education Manager position requires a visionary approach to key programming necessary for organizations and communities to develop into Model Trail Communities. The person in this role will build the resources to initiate, develop, manage, deliver and support innovative and compelling education and training initiatives across all departments for current and future educational offerings provided by IMBA. The ideal candidate has strong production skills coupled with a sense of urgency and fits into a fast paced environment.

The salary range for this position is \$60,000-\$65,000 annually with a wide range of benefits including remote work, unlimited PTO, health benefits and 401(k).

DUTIES AND RESPONSIBILITIES:

- Develop and manage innovative educational programs that level up communities to reach designations
- Assess current education materials.
- Within the first 45 days develop a plan, identify gaps and needs with additional continuous monitoring.
- Write education materials for Trail Care Schools and Trail Lab Foundation engaging subject matter experts.
- Research and implement online learning strategies.
- Develop an innovative process to download institutional knowledge and learnings from key staff and partners.
- Technology management of educational presentations necessary including live webinars, powerpoint and solutions.
- Act as backup presenter for delivering Trail Care Schools or Trail Lab Foundations.
- Strong production background.
- Coordinate with cross functional teams to understand needs and initiate program elements from development, to implementing on website or with other cross functional teams.



- Manage contractors as needed.
- Participate in cross functional teams as needed.
- Ability to travel to projects as needed.

QUALIFICATIONS:

- Ten plus years experience managing and coordinating education programs, in the outdoor sector a plus.
- Interest in trail-based recreation with an understanding of mountain biking.
- Experience managing personnel, and programmatic and project work in a not-for-profit business environment and with volunteer advocates.
- B.A/B.S. degree in a related field (e.g., education, project management engineering) or similar combination of experience and education.
- Skilled in a variety of office-based software systems (e.g., MS Word, Canva, Excel, PowerPoint).
- Experience in community engagement or community building a plus.
- Strong communication (written and verbal) skills.
- Personable and able to work within a customer-service framework.
- Knowledge of online learning systems and their development.
- Have a growth mindset willing to positively contribute to internal and external partners.
- Ability to abide by and fit in with organizational norms.
- Sense of urgency on project completion.
- Strong time management skills.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.