

**ASSOCIATION FOR CAREER AND TECHNICAL EDUCATION
POSITION DESCRIPTION**

Title: Manager of Postsecondary CTE

Department: Strategic Partnerships Department

Classification: ☒ Exempt ☐ Non-Exempt

Reports to: Associate Deputy Executive Director, Outreach and Partnerships

Telecommuting Option Available ☒ Yes ☐ No

SUMMARY OF RESPONSIBILITIES:

This is a revenue-generating position to lead and manage the Association's postsecondary CTE efforts, including PACE membership development, PACE member professional development, retention & communications, and to oversee the NextLevel Postsecondary CTE Fellowship. Responsible for creating, distributing, and evaluating the Association's work to produce resources, programs, services, and activities that serve the postsecondary CTE community.

ESSENTIAL FUNCTIONS:

1. Create and execute postsecondary strategies designed to increase the perceived value of the benefit of membership and stimulate participation in ACTE's professional development programs that increase PACE Division membership.
2. Continuously build the brand identity of ACTE as the leading professional association for postsecondary CTE personnel and advocate for creative member communication strategies.
3. Seek partnerships, sponsorships, grant funding, and registration revenues to support the ongoing operation of the expanded level of service for postsecondary CTE professionals.
4. Develop and execute plans and activities that will generate funding that equals the annual budget for the Postsecondary Program at ACTE, including staffing expenses.
5. Develop and manage paid preconference postsecondary CTE oriented workshops for offering at ACTE's national conferences (e.g. CareerTech VISION, Work-based Learning, Postsecondary CTE Summit).
6. Plan, produce, and execute the postsecondary CTE Summit beginning in 2026 that convenes postsecondary CTE professionals into a cohort of dedicated leaders for the PACE Division.
7. Serve as the primary caretaker and servicer of recommendations from the PACE Policy Committee, State Association leaders, and ACTE Staff, including efforts to showcase the need for promoting solutions to attracting talent to the profession of teaching CTE and the importance of CTE teacher educator programs in postsecondary environments.
8. Oversee and coordinate activities of the National Science Foundation's Advanced Technological Education (ATE) partnership with Northern Virginia Community College, including invoicing and report production.
9. Create and manage the marketing and promotion of content to serve ACTE's postsecondary CTE activities.

10. Expand and manage partnerships with other organizations that focus on postsecondary CTE to provide value and benefit to PACE members.
11. Create, edit, deliver, and optimize membership recruiting, renewal and program marketing materials for print, online (acteonline.org), and social media campaigns and suggest redesign as appropriate.
12. Monitor, analyze and report on membership activity in developing and altering marketing promotions.
13. Coordinate with ACTE's Public Policy team to identify and support advocacy activities and resources specific to postsecondary CTE programs and professionals.
14. Maintain professional internal and external relationships that meet association core values and lead initiatives to enhance member engagement; provide budget updates/status reports, prepare materials.
15. Prepare and host meetings, develop and make presentations and produce reports on each that develop postsecondary membership, partnerships and programming / content opportunities.
16. Develop comprehensive strategic operations plan that includes milestones for operations, outlines content and programming activities and establishes timelines for key communication and member recruitment initiatives.
17. Evaluate effectiveness of membership and partnership development efforts through campaign performance metric reporting (ROI) to ensure marketing efforts are properly targeted.
18. Respond to member, nonmember and staff inquiries in a timely and courteous manner with emphasis on communications via phone
19. Responsible for providing quality customer service in accordance with the ACTE Customer Service Standards.
20. Other duties as assigned.

EXPERIENCE, SKILLS AND QUALIFICATIONS:

1. B.A. or B.S. in education, marketing and/or communications. Masters preferred.
2. A minimum of five years of related experience and/or training, preferably in a postsecondary institution or membership association environment. Must be able to work independently.
3. Strong entrepreneurial skills; opportunistic focused with strong planning and follow-through abilities.
4. Can effectively and efficiently manage multiple priorities under tight deadlines
5. Knowledge and understanding of postsecondary CTE trends, opportunities and challenges.
6. Collaborative and team-oriented with exceptional communication skills, both oral and written, with an eye for detail. Strong writing experience required.
7. Exceptional organizational skills and ability to create and implement short- and long-term plans.
8. Must understand the concept of a school year, market/reach/targets beyond current membership
9. Strong PC skills including, Microsoft Team, Excel, Word and Zoom.

*This job description does not include all the responsibilities of the position. You may be asked by supervisors or managers to perform other duties. You will be evaluated in part based upon your performance of the responsibilities included in this job description and other duties you are asked to perform. Management reserves the right to revise this job description at any time. **This job description is not a contract of employment, and either you or the employer may terminate employment at any time, for any reason (other than discrimination as outlined in the ACTE policy manual).***

I have reviewed the preceding job description and understand the requirements of the position. I am capable of performing all the requirements of this job.

Signed by (Employee): _____

Signed by (Senior Director): _____

Date Signed: _____