

EXECUTIVE SEARCH



PROTECTING CALIFORNIA'S MOST
CRITICAL RESOURCE

Director of Education

SEARCH CONDUCTED BY

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a s s o c i a t e s

The Opportunity

The California Water Environment Association ([CWEA](#)) is conducting a search for a Director of Education. The ideal candidate will be organized and adept at planning in order to lead the educational programming, content development, and instructional design strategy for CWEA's statewide digital and face-to-face professional development portfolio.

The position requires experience in developing and managing a wide variety of educational programs from small, face-to-face programs to large-scale multi-faceted conferences as well as online/virtual learning, including the overall planning, development, budgeting, and execution. A working knowledge of adult learning theory and its applications is required, as is extensive experience working with volunteers or unpaid subject matter experts. This position is hybrid and based out of the CWEA offices in Oakland, CA with a minimum of two days a week in office.

About CWEA

CWEA empowers wastewater professionals as they protect California's most critical resource: water. The association's community of over 10,000 professionals represents all facets of wastewater management and resource recovery, from operators to lab technicians to engineers.

Founded in 1928, CWEA proudly unites professionals from throughout the state, to address real-time issues, develop and deliver cutting-edge training, raise awareness of the profession, and shape the future of wastewater. In support of CWEA's vision of a sustainable California water environment, the 501(c)(3) nonprofit pursues its mission of empowering, educating, and connecting water professionals to protect public health and the environment. With annual revenues of approximately \$6M and a staff of 18, CWEA serves wastewater professionals throughout their careers with benefits to support their professional growth, build professional networks, earn technical certifications, and build their leadership skills.

The Director of Education Role

The Director of Education will collaborate with internal staff and external volunteers to develop and execute high-quality programming to meet the education and professional development needs of CWEA members and the wider wastewater industry.

Essential Duties and Responsibilities

Leadership

- As a member of the leadership team, support and fully participate in all association activities as a key contributor and staff leader.
- Engage with Board of Directors and Committees, including attendance at meetings/events

- and presentations as appropriate.
- Manage all internal and external resources necessary to ensure the successful implementation and support of education programs.
- Supervise and develop staff to deliver education programs that are on time, within budget, and that meet technical and quality standards; manage direct reports' performance to achieve strategic initiatives/goals.
- Engage in problem solving and provide guidance/support to education department staff and other team members.
- Other duties may be assigned.

Education & Professional Development

- Develop and manage CWEA's education program and learning experiences, including education events and e-learning; effective oversight and execution of conferences, workshops, and seminars.
- Develop, plan for, and analyze the educational needs of wastewater professionals, accounting for the variety of roles and responsibilities within the industry.
- Implement CWEA's educational strategy through the design and delivery of compelling, innovative education programs via digital and face-to-face workshops, conferences, certification preparatory courses, and other delivery mechanisms.
- Leverage the expertise of the Education Committee to develop an annual education plan that prioritizes member needs and fills learning gaps.
- Provide leadership and direction with committee responsibilities, including the development and dissemination of education/training surveys.
- Develop and manage relationships with industry subject matter experts to add value to CWEA's professional development content and experiences.
- Ensure educational programming and plans account for and collaborate with Local Section educational programming and planning.
- Effectively engage and cultivate volunteer and member strengths to achieve high performance outcomes and experiences.
- Employ adult learning and pedagogy best practices to support learner engagement.
- Center current and emerging technologies/innovations in the CWEA education portfolio; leverage these technologies to propel educational offerings.

Conferences & Workshops

- Oversee the strategic and operational planning for conferences and specialty workshops and ensure plans are well executed.
- Develop and lead the CWEA Education Department budget, including supporting event-specific budgets (e.g. specific conferences, workshops, etc.); manage budgets to achieve targeted net revenue, provide prompt and accurate forecasts, and ensure timely processing of departmental accounting activities.
- Develop conference planning timelines, recruit volunteers, and co-lead regular planning meetings with committee chairs; ensure timeline and project plans are effectively utilized and executed.

- In coordination with subject matter experts, lead, develop, and execute specialty workshops in alignment with Board direction and/or strategic plan.
- Supervise the work and goals of the Education & Events Manager to strive for seamless events that adhere to budget, achieve high evaluation ratings, and meet net revenue goals.
- Establish cross-functional relationships with all internal staff program stakeholders (marketing, member services, certification, and finance) to facilitate innovative education program development initiatives, and adhere to production timelines, from inception through execution.
- Conduct post-event evaluations and analysis to ensure key metrics were achieved and make recommendations for future events.
- Lead and own internal CWEA contact hours calculation process and methodology; seek TCP vocation approvals; submit technical session information to the State Water Board for drinking water and wastewater credits.

Digital & E-Learning Products

- Oversee the strategic and operational plans for e-learning programs (webinars and on-demand classes)
- Supervise the work and goals of the Online Learning Manager to strive for programming that adheres to budget, achieves high evaluation ratings, and meets net revenue goals.
- Lead and oversee development and execution of digital, asynchronous educational products, including certification preparation materials.
- Lead and oversee development and execution of other digital, educational projects that add value to members and volunteers, including Speaker Database.

Required Skills, Experience, and Desired Qualifications

- Minimum of seven years of experience in developing and delivering educational programs and events for a professional association or similar organization.
- At least five years of previous supervisory experience.
- At least five years of previous experience leading and managing groups of subject matter experts/unpaid volunteers, including volunteer recruitment, engagement, and management.
- Bachelor's degree in a related field.
- Certified Meeting Professional strongly preferred.
- Demonstrated strategic planning and problem-solving abilities, focused on proactive problem avoidance.
- Demonstrated ability to independently plan and implement professional development experiences in a variety of innovative settings and formats.
- Demonstrated experience managing events, including planning committees, budgets, timelines, contract negotiations, registration, logistics, speakers, contractors, and other aspects.
- Experience presenting to key internal and external stakeholders, including Boards of Directors.
- Facilitating planning committee and staff meetings.

- Contract and vendor negotiation.

Personal Qualities and Competencies

- Deep knowledge of adult learning principles and various learning modalities and delivery methods.
- Skilled in planning, organizing, and executing events with extensive experience in event planning and management.
- Expertise in budgeting, managing financial goals, and providing financial oversight for programs and events, including the ability to proactively monitor and adjust budgets as needed to ensure financial goals are met in a timely manner.
- Ability to lead productive and effective discussions that result in actionable outcomes.
- High emotional intelligence, ensuring professional interactions with all stakeholders.
- Strong capabilities in managing volunteers and committees, guiding program development and event planning.
- Excellent verbal, written communication, and presentation abilities.
- Proficient in managing multiple projects simultaneously while adhering to deadlines.
- Adept at forming and maintaining strategic partnerships with other organizations to enhance program effectiveness.
- Experience with project management software; Microsoft Office suite; Adobe Acrobat; association management and learning management systems; speaker/conference management system; Survey Monkey; Airtable; or similar programs.
- Candidates from historically underrepresented and marginalized communities are encouraged to apply.

Compensation

The salary range for this position is \$140,000 – \$155,000. A competitive compensation package will be offered to attract an outstanding candidate.

To Apply

To apply, please send a cover letter and current resume (Microsoft Word® format preferred) [here](#). The cover letter should outline how your experience fits the requirements of the position as this will be an important factor in considering your candidacy.

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Additional Information

For more information, contact:

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