

Certification Program Manager

Job Description

Job description:

The Certification Program Manager maintains responsibility for all aspects of the management and administration of the XYZ certification program, as well as the benefits involved with both the certification program and association membership. The specific job responsibilities include:

Major Functions and Accountabilities

- Contribute to the development and evolution of a relevant retail certification program;
- Provide strategic direction to the ongoing development and implementation of the certification program;
- Develop, in partnership with XYZ, educational programs related to certification, to include in-person events and otherwise;
- Develop content for certification newsletters/website to ensure effective marketing and understanding of the benefits of the program;
- Strategize, implement and/or oversee the execution of a marketing plan specific to certification, including the creation and execution of plans to solicit and retain certified dealers;
- Develop and maintain vendor relationships and partnerships that further the mission of certification;
- Control and maintain certification database, or elements of that database within larger member database;
- Implement an annual recognition program for those dealers who become certified;
- Maintain regular communication with certified dealers and prospects, as well as trade media regarding the program;
- Administer the program, to include oversight of event scheduling, budgeting, budget adherence, billing, collections, committee meeting coordination; progress and engagement reports; serving as main contact etc.
- Manage and administer benefits related to dealer certification program, as well as other benefits;
- Analyze, refine, add to and/or eliminate current benefits programs to build the most value for participants and members;
- Work with Director of Membership and the Marketing Coordinator to effectively market benefits to current and future members;
- Create engagement reports to demonstrate effectiveness of benefits for members;
- Attend Certification Committee and Board meetings
- Some travel as required
- Other tasks as assigned by the President

Job Requirements

Education, training, experience:

Applicants must have a minimum of 3 years' experience related to the management of retail programs, certification management, or related expertise in the XYZ industry. Applicant should have strong sales and marketing skills and be able to manage the program both at the strategic and implementation levels. Must have exceptional communication and organizational skills, demonstrate initiative and work well in a team-based environment. Ideal candidate is a strategic thinker, is results-oriented, will be able to achieve participation targets, and demonstrates a strong orientation toward outstanding customer service and dependable follow-through.