**Job Title:** Director of Strategic Initiatives

**Classification:** Exempt

**Reports to:** Meeghan De Cagna, Chief Engagement Officer

**Date:** June 15, 2020

**Summary/Objective**
The Director of Strategic Initiatives will lead a cross-departmental team to design, create, build, implement and evaluate a full product development cycle. Potential products include distance learning, credentialing and certification programs, services, new live meeting events (although you aren’t the meeting planner!) global partnerships, among others that drives in revenue, builds the APS brand and reputation, enhances member benefits and distinguishes the Society as the preeminent physiology organization in the world.

**Essential Functions**
Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Spearheads, as appropriate, the development of the products mentioned in the summary through interaction with the Society’s members, committees, working groups, authors, etc.
- Develops in coordination with the Finance Department a full profit/loss process, measuring return on investment, value-creation methodology, analytics, etc.
- Works in concert with IT to develop any digital tools and assets to support successful implementation and roll out of products.
- Identifies and adopts best practices to create a culture of innovation and experimentation within the APS staff environment and through the leadership of Strategic Initiative projects.
- Regularly reports to the Executive Team of APS, and its Council.
- Creates an opportunity filter or stage gate process to continually develop new opportunities for the organization.
• Participates as a senior member of the Engagement Division, works collaboratively with other departments to grow the Society.
• Works with the Marketing team to develop target audiences, unique selling proposition, promotion and evaluation of new products and services
• Other duties as assigned.

Competencies
1. Teamwork.
2. Responsibility.
3. Leadership.
5. Business Acumen.

Supervisory Responsibility
May be asked to supervise the Senior Manager of Business Development and Strategic Partnerships.

Physical Demands
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. This position requires the ability to occasionally lift office products and supplies, up to 20 pounds.

Required Education and Experience
1. College Degree
2. 5 to 8 years of experience in this field

Other Duties
Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.