

**Director of Learning and Experience
Product / Program Development**

The Director of Learning and Experience owns the strategy, product development tactics, revenue generation, and team leadership to create learning and experience product offerings, including the Luminary Faculty Programs, Conferences, and 1440 Experience. S/he ensures that 1440 Multiversity's Learning and Experience offerings are best of class and produce an overall curriculum that is aligned with 1440's vision and the Multiversity's identity and brand.

S/he must succeed in leading a team in the enrollment and successful negotiation for best in class faculty and conferences, S/he also partners closely with Marketing to ensure product offerings that are highly compelling, marketable, and generate interest and sales.

Accountabilities

- Set targets and drive Learning and Experience product development to meet revenue and guest registration goals by maximizing paid participant nights, leading to financial sustainability for organization by year-end 2018.
- Direct and manage the Learning and Experience team in booking and administrating product offerings. Lead team in gaining expertise in specific fields by thorough research in order to identify and propose new leads and products.
- Curate an effective and diverse suite of products that fit well within the organization's mission; balances curriculum areas of Personal Growth, Health and Wellness, and Professional Development; maximizes revenue; and fits within the event space capacities.
- Determine revenue sharing, contract details, and tuitions.
- Set (with other executive leadership) and meet overall guest days revenue generation and other revenue targets by planning and managing the annual Experience and Learning schedule to maximize sales.
- Direct and oversee CE and CME (continuing education credit) creation for all product offerings that can provide these.
- Oversee tracking of product details to ensure successful promotion, registration, and production of each workshop. Request and manage essential presenter information, editorial copy, photos and CE info.
- Supervise the process of negotiating and writing contracts between 1440 Multiversity and faculty and ensure the smooth flow of systems for determining payment and processing payments through Finance department.
- Cultivate, enroll, negotiate with, and manage relationships with prospective marquee luminary faculty and high value program partners. Meet with presenters when in-house, develop a personal relationship, advocate for their needs, and partner with Marketing on promotion and sales.

- Interface with the Marketing and Sales departments to ensure successful promotion and sales.
- Interface with Group Sales to ensure space allocation for group rentals.
- Interface with the Director of Operations and the Event Production team to ensure smooth, impeccable staging and excellent service to ensure 1440 Multiversity's faculty, partners, and groups are satisfied with their experience.
- Serve on the executive team and participate in development and implementation of the mission, strategy, and tactics of the 1440 Multiversity.
- Other projects as determined by Executive Director to ensure success of the Learning and Experience area.

Essential Skills and Experience

- Must be aligned with 1440 Multiversity mission and values and have a demonstrated passion for program product development.
- Experience: 5-8 years of demonstrated experience driving creation and revenue in experiential product development, programming, education, or transformational industry.
- Market knowledge: understanding of 1440 Multiversity's mission, market, and position in industry. Able to envision and create new and expansive directions. Deep knowledge of key teachers and authors, with personal experience with a wide range of contemporary workshops. Demonstrated passion and interest in the topics and faculty who are popular teachers.
- Must have the demonstrated ability to strategize and plan at a high level, work with details, and build strong internal and external partnerships.
- Excellent interpersonal and spoken and written communications skills. Superb relationship building and negotiation skills.
- Planning: ability to think ahead and plan over a one-to two-year time span.
- Time Management: ability to organize and manage multiple priorities and maintain deadlines in a fast paced, high-energy environment.
- Technical skills: Proficiency in MS Office products and Internet research, and the ability to learn in house technical applications.