

## Role Profile

<b>Job title:</b>	<b>Online Programme Lead</b>
<b>Reporting to:</b>	Education Steward
<b>Duration/ type:</b>	Open-ended contract, full-time
<b>Location:</b>	Based at Findhorn Foundation (FF) offices

**Overall job purpose** – Lead for the FF on the conceptual and practical development of high-quality online education programmes, that are aligned with the Foundation’s mission, vision and education strategy.

**Key Relationships** – In addition to their own team relationships (within the Education area), the postholder will work very closely with colleagues from other teams across the organisation (e.g. Marketing, Communications, Bookings, IT, Fundraising). Liaison with external contacts is also anticipated e.g. online/ technical specialists, education content providers, event organisers etc.

### Key Responsibilities

- Understand the Foundation’s work and current/ potential markets and translate this practically to the online context (e.g. including through a mix of different offerings)
- Develop the overall online programme approach and monitor/ evaluate its effectiveness over time (e.g. in meeting customer expectations, communicating the Foundation’s ethos, generating revenue)
- Develop, plan and test online education programmes aligned with the FF education strategy and the overall online approach
- Working with our marketing team, ensure the effective promotion of these programmes to potential participants e.g. creating material for emails, social media, website etc.
- Coordinate delivery of these programmes liaising with colleagues and external contacts as necessary or ensure clear handover to colleagues/ external suppliers responsible for delivery
- Seek new opportunities to take advantage of, and envisage new programmes accordingly
- Build the team required to develop and support our online efforts.
- Manage people, projects and budgets for online programme development and delivery
- Oversee and/or support online conferences, events, talks etc.
- Establish and maintain relevant systems and processes for this area

### Person Specification

The Online Programme Lead is expected to be an experienced online provider of educational content. They will have the appetite, sensitivity and skills to meet the challenge of ‘embracing online’ for the Foundation (to complement our longstanding in-person and on-site work), ignite the development of our online offerings, lead and ensure the success of this new income stream. They will thoroughly know their field, have a collaborative and flexible approach, and be prepared to work ‘iteratively’ to test things out - learn from this experience and further develop programme content and approach accordingly.

### Knowledge & Experience

- Demonstrable experience of developing and delivering successful online services , ideally with relevance to online holistic and transformative education.
- Experience working with multidisciplinary teams including technical, education/delivery, support, marketing, finance etc.
- Experience of managing a line of business within an organisation, with profit and loss responsibility.

- Familiarity with and experience of online tools, platforms and options relevant to our needs – able to navigate through and keep up with this fast-moving field
- Knowledge of a range of online engagement techniques and highly interactive methods
- Some knowledge of transformational learning and how people are engaging with this around the world
- Experience of converting content and programmes from ‘in-person on-site’ to online would be an advantage

#### Skills and Competencies

- Good general management and organisational skills, including project and budget management, judgement and decision-making
- Proven ability to plan, organise and deliver multiple projects effectively and efficiently
- Good interpersonal, written and spoken communication skills including negotiation and influencing
- Creativity, vision and ability to inspire others
- Able to use initiative to solve problems
- People management skills
- Good IT and technical skills

#### Personal Attributes

- Alignment with and commitment to the principles and objectives of the Findhorn Foundation
- Good self awareness
- Collaborative and flexible working approach
- Comfortable with working ‘iteratively’ i.e. to test things out, learn and revise as needed
- Drive to meet goals and deadlines, able to ask for help as needed.