



Example of Professional Education Job Description

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Our company is searching for experienced candidates for the position of professional education. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for professional education

- Create the strategy for most effective assets and offers through the all stages of the buyer journey
- Keep inventory and mapping of existing offers and optimize for varied channels
- Drive development of new assets/offers to push through paid media, digital & social campaigns, events and communications (internal and external)
- Drive the development of compelling customer stories and evidence
- Drive content strategy and creation solution announcements and launch plans
- Feed the digital and social strategists content related to applicable campaigns and co-horts
- Work with PR team to craft stories and packages to pitch to media outlets
- Responsible for the editorial calendar
- Enhancing nursing practices and education
- Supporting research and theory development

Qualifications for professional education

- Ability to schedule events, programs, activities or the work of others
- Ability to analyze and evaluate
- 3+ years in medical or dental education management or related experience
- Computer proficiency (Microsoft Office, Visio, and IN Design) is essential
- Ability to travel up to an average of 10% of the time is preferred
- Strong organization skills and attention to detail are a must