

Job Description		
Position: Program Development Group Head (PDGH)	Classification/Rank: <i>(for OHRMOD to determine after job evaluation/audit)</i>	IPL: <i>(for OHRMOD to determine after job evaluation /audit)</i>
<p>Summary of Work Activities and Responsibilities:</p> <p>Reporting to the Executive Director, the Program Development Group Head (PDGH) is an administrative position that will be responsible for the development, implementation, improvement and administration of various program/course offerings of the CCE.</p> <p>The position will be working closely with the other Business units of the CCE, both internal and external stakeholders in the areas of program development, selection and recruitment of industry experts as Resource Persons pool and knowledge management -consistent to CCE's thrust of excellence and integrity.</p> <p>To focus on different ways to improve content, learning outcomes and resources. Program improvements are made through continuous research and follow through of program evaluation and feedback to assess its effectiveness. To help rationalize, both current and new course offerings, consistent and aligned with the thrust and objective of the Ateneo Graduate School of Business.</p> <p>In conjunction with the Executive Director, Business Unit Directors and the Sales and Marketing Group Head, the PDGH will formulate a marketing plan and provide strategic direction towards the Program Development plans and initiatives of the Center.</p>		
<p>Main Duties and Responsibilities</p> <p>On Program Development and Resource Person pool</p> <ol style="list-style-type: none"> 1. On Program Management: <ol style="list-style-type: none"> i. Manage the wide array of existing course offerings of the Center, attuned with the demands and requirements of the industry. ii. Ensure regular curriculum review. iii. Ensure appropriate match of Resource Persons or Industry experts. iv. Spearhead the RP selection and continuous recruitment and keep an updated database. v. Plan the regular schedule of Public Courses (across all campuses) including the timely offering of new initiatives. 2. On new course/program development: <ol style="list-style-type: none"> i. Conduct industry studies on the varying needs of firms, industries and sectors and design development programs based on identified needs. ii. Identify and monitor existing and emerging needs in the market. iii. Recommend gaps or opportunities where new programs can be developed based on 		

- developments in the industry and business requirement of the workplace professionals.
- iv. Established collaboration with the chosen or appropriate Program Director, Resource Persons and industry partner in the creation and development of programs.
 - v. Regular monitoring of results of program runs to ensure effectiveness and relevance as well as adept to current realities and trends.
 - vi. To ensure alignment with the AGSB's thrust and the Center's goals and objectives.

On Knowledge Management

1. Ensure to keep an updated inventory of course/program content (both printed and digital).
 - Resource Person/Program Director Profile
 - Course/Program brochure and flight plans
2. Keep track of curriculum review, revisions and enhancements.

Create a Marketing Plan

In conjunction with the Executive Director, other Business unit Directors and the Sales and Marketing Group Head, develops and recommends a marketing strategy and plan to promote the different programs of the CCE as well as the other sub-units.

Manage the Program portfolio and branding efforts of all of the CCEs PO courses (Public Offering) and other sub-unit. Monitor program performance to ensure that business unit's objectives are achieved and aligned with over-all target of the CCE.

People Management

1. Consults/coordinates with OHRMOD officials and Admin Services Group Head on regulations and policies pertaining to recruitment of new hires and retention concerns of existing staff.
2. Identifies future talent requirements and guide the Admin Services Group Head in proactively sourcing and recruiting for talent pool.
3. Provides strong, effective and highly visible leadership to the Program Development team in order to capitalize on the full potential of this most critical resource. Ensures that all staff is stimulated, motivated and guided to contribute fully to the realization of the Center's mission, vision, goals and objectives. Empowers employees to identify innovative approaches to enhance organizational performance.
4. Establish and implement, together with the Executive Director and Admin Services Group Head, a performance management system.
5. Counsels staff on performance goals and targets.
6. Develops training and developmental plans and interventions for staff.
7. Discusses with the Executive Director performance of team members in relation to succession planning.
8. Determines the appropriate work schedule and monitors staff attendance.
9. Perform all other tasks assigned by the Executive Director.

Budget and Finance

1. In conjunction with the Sales and Marketing Group Head, prepares the annual promotion plan and provide input for the marketing budget needed.

2. Plan for effective and appropriate program materials (printed and/or digital) use and define needed budget.
3. Provides justification to needed procurement requirements and ensures prompt liquidation of tasks and activities that require cash advances.

Knowledge, Skills and Abilities:

The individual must be a strong communicator, have excellent written, presentation, oral communications and interpersonal skills. Able to collaborate and work with a diverse group of individual and institution. Must possess strong leadership skills, be able to motivate and influence others. Able to think creatively and strategically, have excellent judgment and be able to working a changing environment.

Education and Experience Requirements:

1. Equivalent number of years of experience in the same post, an advantage
2. Holder of a Master’s Degree in Business Administration, an advantage
3. Able to design and expand training development programs.
4. Excellent networking, presentation and communication skills (written and oral)
5. Leadership, management and people handling skills
6. Exposure in both corporate and educational setting
7. Strong business acumen and highly dependent

Direct reports

Reports to: Executive Director of CCE
 Indirect reporting: Director/s of other CCE Business units
 Coordinates with : Sales and Marketing Group Head, Training Group Head, Admin Services Group Head

Supervises the following

Program Development Group staff

Updated by

Marleth Calanog
 Executive Director
 CCE

Date updated

July 25, 2017