

Employer: Electrical Generating Systems Association (EGSA)

Title: Executive Director of Education

Reports to: CEO; Dotted Line to COO/CFO

Location: 100% Virtual with 20-30% Travel

Overview:

The Executive Director of Education is a senior leadership position in a small and growing trade association. This position provides strategic oversight and hands-on leadership for all EGSA educational programming and instructional initiatives. Working closely with the CEO and COO, the Executive Director oversees all current programs while developing and launching new educational offerings that drive revenue growth and meet evolving industry needs.

The Executive Director ensures that EGSA's educational portfolio—including schools, certification programs, customized trainings, LMS content, and the EGSA on-site Power Generation Reference Book—remains current, relevant, and financially sustainable. The position plays a key role in business development, new member growth, and industry engagement through innovative education programming.

The individual will be strategic yet operationally strong, able to manage multiple priorities simultaneously while building scalable programs supported by the appropriate mix of staff and volunteers. The Executive Director demonstrates outstanding leadership, communication, financial management, and project management skills, and exercises sound judgment in collaborating with staff leadership, members, and industry partners.

Key Responsibilities:

Strategic Leadership and Program Oversight

- Oversee all current educational programs in collaboration with the CEO and COO.
- Create and implement new educational programs designed to drive revenue growth and meet industry needs.
- Ensure all current offerings are appropriate and updated as necessary, including content revisions to introductory, basic and advanced Schools and related curriculum.
- Develop proposals for school and curriculum updates, with final approval from the CEO and COO.
- Serve in a business development role in selling and promoting EGSA programs to members and member targets, including customized trainings, load bank programs, certification prep, and other offerings.
- Oversee and expand the EGSA customized training programs including EGSA certified facilities.
- Develop and increase LMS content through both internal development and external partnerships.
- Increase EGSA certification numbers through program expansion, promotion, and strategic initiatives including EGSA led certification.

Educational Content and Reference Materials

- Serve as staff lead of the EGSA 6th Edition on-site Power Generation Reference Book both domestically and globally and new digital platforms.
- Ensure all educational content remains technically accurate, industry-relevant, and aligned with EGSA standards.
- Oversee the ongoing development of course materials and instructional resources including but not limited to the Spring and Fall Conferences, new Engineering Curriculum and Sales and Operational training.

Financial and Operational Oversight

- Provide oversight of the Education budget, including review of actuals and forecast updates.
- Work closely with the CEO and CFO to ensure appropriate resource allocation and long-term program sustainability.
- Ensure the appropriate mix of volunteers and staff to support educational programs, reducing reliance on limited or exclusive trainers.
- Develop scalable models for program delivery and instructor development.

Membership Growth and Communications

- Help drive new member growth through education offerings.
- Promote educational programs through new and innovative marketing materials to current and prospective members in partnership with the Membership Experience team.
- Serve as lead for educational member communications across various marketing channels in coordination with Membership Experience.
- Collaborate with EGSA leadership to align education strategy with overall member engagement and retention goals.

Leadership and Collaboration

- Work collaboratively with the CEO and CFO on broader EGSA initiatives.
- Serve as staff lead to the Education Committee and related groups.
- Support organizational goals through cross-departmental collaboration and strategic execution.
- Other tasks as assigned by EGSA leadership.

Skills and Qualifications:

To achieve our mission, we hire energetic individuals with a positive and entrepreneurial mindset who possess the following skills:

- Bachelor's degree required; advanced degree preferred.
- Eight to fifteen years of progressive experience in education leadership within the association management sector preferred; experience in power generation or related technical industries preferred.
- Demonstrated success in revenue-generating program development and business development.
- Experience serving as a trainer or instructor preferred.
- Strong financial acumen including budget management, forecasting, and resource planning.
- Excellent verbal and written, i.e., "soft" communication skills.
- Strong organizational skills with demonstrated ability to prioritize multiple strategic initiatives and meet deadlines.
- Work accurately with a laser focus attention to detail while maintaining a strategic perspective.
- Solid computer skills, extensive knowledge of MS Office; experience with Learning Management Systems required.
- Ability to work individually and collaboratively as part of a team.
- Detail-oriented, proactive, assertive, and self-motivated.
- Strong leadership, project management, multitasking, and decision-making skills.
- Professional and friendly demeanor especially in member and Board communications.
- Ability to take ownership of complex initiatives and use problem-solving skills to resolve issues.
- Demonstrate the highest level of personal and ethical standards.

Compensation and Benefits:

Salary range: Commensurate with experience, \$115,000 to \$140,000 and an annual discretionary performance bonus.

Fringe benefits: EGSA offers a comprehensive medical, dental and vision program to all full-time employees. We also offer a 401(K) retirement and profit-sharing plan; generous paid time off; and an office reimbursement stipend.

Apply Now:

Please send cover letter with salary requirements and a resume via email to info@egsa.org. Write "Executive Director of Education" in the subject line.