

## **JOB DESCRIPTION - Education**

**CONSULTANT TITLE:** Director of Education  
**LOCATION:** Phoenix, Arizona at an office site to be determined  
**TYPE:** Contracted Consultant

**GENERAL DESCRIPTION:** The position is responsible for strengthening relationships with current NAFA members through educational initiatives: including constructing and maintaining the NAFA web content and presence; directing the program content and delivery of NAFA webinars and conferences (i.e., the Annuity Forum and IMO Summit); working with other NAFA board members on the ISMX Steering Committee; developing and coordinating member resources and education material; and engaging NAFA in speaking opportunities with member companies.

### **Key Deliverables:**

1. Develop and implement a value proposition on member benefits related to educational and resource material.
2. Working with the NAFA Membership Director to:
  - Actively solicit NAFA CEO speaking engagements
  - Identify Premier Partner publications and provide NAFA content for same
3. Develop and manage the NAFA Education Committee's strategy and key objectives
4. Participate in the planning and coordination of the NAFA Annuity Forum and IMO Summit.
5. Oversee, direct content and manage the NAFA website as a key resource for NAFA Members
6. Represent NAFA at industry conferences and teleconference meetings

### **Activities:**

- Evaluate incoming vendor proposals as well as seek out new relationships with vendors that want to provide educational content that benefit members.
- Work with other trades providing content and educational material on fixed annuities.
- Manage the NAFA Education Committee and oversee the Committee's Strategic Vision and Priorities.
- Utilize NAFA technology and existing outreach tools for event follow up with potential members.
- Provide excellent customer service to members, and communicate with them and engage them in ways that make people excited to be part of the NAFA family
- Develop and implement an ongoing curriculum of webinars and website content.
- Develop and manage the NAFA Guiding Principle Series, updating papers annually and developing list of new papers.
- Author trade articles in partnership with the Education Committee.
- Respond to media articles to help educate and inform the media about fixed annuities.
- Help develop the NAFA Annuity Forum and IMO Summit program ensuring educational program content and qualified speakers.
- Promote NAFA's educational material and resources through NAFA communications, social media and website.
- Perform other activities as determined by the Association.