



**AMERICAN ASSOCIATION
OF MEDICAL ASSISTANTS®**

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CHICAGO, ILLINOIS 60606

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800/228-2262

Director, Learning Strategy and Workforce Development

About the Role:

The Director, Learning Strategy and Workforce Development provides strategic leadership for the association's professional learning portfolio, workforce development initiatives, career pathways, and employer and educational partnerships. The position builds relationships and initiatives that strengthen recognition of credentialed medical assistants, expand pathways into and through the profession, and position AAMA as a valued workforce partner to employers, educators, healthcare organizations, and industry stakeholders.

In addition to leading AAMA's learning ecosystem, the Director develops and executes workforce and partnership strategies that connect employer needs, educational pathways, credentialing, professional advancement, and workforce solutions. The Director convenes external stakeholders, identifies opportunities for collaboration, and translates workforce intelligence into educational products, career resources, partnership initiatives, and employer-facing solutions.

The position serves as staff liaison to the Continuing Education Board, supervises assigned staff, consultants, and collaborates with volunteer leaders, employers, educators, healthcare organizations, and industry partners to identify emerging workforce needs and translate them into valuable educational products and professional growth opportunities.

The Director ensures that learning programs support the organization's role as the essential driver of career growth and professional value within the medical assisting profession.

About Us:

The American Association of Medical Assistants® (AAMA) is the oldest and largest association dedicated solely to the advancement of the medical assisting profession in the United States. Medical Assistants are multiskilled members of the health care team who perform clinical and administrative procedures under the supervision of licensed health care providers. AAMA is headquartered in downtown Chicago, with convenient access to public transportation. We offer competitive benefits and the opportunity to grow professionally!

Your Role:

Learning Strategy and Product Development

- Develop and execute a comprehensive professional learning strategy aligned with organizational goals and workforce trends.
- Lead the design, development, launch, and evaluation of continuing education programs, certificate programs, specialty training, micro-credentials, and other professional learning products.
- Identify emerging healthcare trends, employer needs, and clinical skill gaps to inform future educational offerings.
- Establish product roadmaps and business cases for new learning programs and educational initiatives.
- Monitor market demand, learner feedback, participation data, and competitive offerings to guide program innovation.
- Evaluate learning portfolio performance and recommend enhancements, expansions, or sunset strategies.

Workforce Development and Career Advancement

- Develop and execute a comprehensive workforce development strategy aligned with AAMA's strategic goals and the evolving needs of employers, educators, and medical assistants.
- Lead the evaluation and development of career-entry and advancement pathways, including apprenticeship, work-based learning, specialty training, and credential-connected models.
- Partner with employers and healthcare organizations to strengthen recognition, hiring, utilization, advancement, and retention of credentialed medical assistants.
- Coordinate the development of employer-facing workforce resources that demonstrate the safety, quality, operational, and economic value of credentialed medical assistants.
- Identify workforce barriers and opportunities affecting recruitment, retention, professional advancement, and access to the medical assisting profession.

Continuing Education Governance

- Serve as primary staff liaison to the Continuing Education Board.
- Coordinate board meetings, strategic discussions, and policy development activities.
- Facilitate implementation of board-approved initiatives and strategic priorities.
- Prepare board reports, agendas, minutes, recommendations, and supporting materials.
- Ensure CE policies, procedures, and standards support organizational goals and learner needs.

Learning Operations and Program Management

- Provide strategic oversight of continuing education operations, quality assurance, and learning technologies, with routine administration managed by assigned staff or service partners.
- Ensure effective operation of the learning management system and associated educational platforms.
- Establish standards for instructional quality, learner engagement, and educational effectiveness.

- Monitor and report on program participation, completion rates, learner outcomes, and revenue performance.
- Ensure compliance with accreditation requirements and continuing education standards.

Strategic Partnerships and External Relations

- Develop and execute an employer and stakeholder engagement strategy involving healthcare systems, medical groups, educational institutions, workforce development organizations, professional associations, insurers, malpractice carriers, and other aligned entities.
- Lead the AAMA Workforce Strategy Roundtable and translate stakeholder input into recommendations, partnerships, resources, educational priorities, and workforce initiatives.
- Build and manage a portfolio of strategic partnerships that advance career pathways, professional standards, employer recognition, workforce pipeline development, and AAMA's visibility and influence.
- Establish partnership goals, engagement plans, measures of success, and reporting processes for priority external relationships.
- Represent AAMA in relevant workforce development, healthcare education, employer, and professional forums.
- Collaborate with internal research, analytics, credentialing, communications, membership, and education functions to turn workforce intelligence into actionable strategies.

Team Leadership

- Supervise and develop assigned staff.
- Establish departmental goals, priorities, and performance outcomes.
- Foster a culture of innovation, learner-centered design, and continuous improvement.
- Provide coaching, mentorship, and professional development opportunities for team members.

Organizational Collaboration

- Partner with internal departments to promote learning products, professional development opportunities, career advancement initiatives, and ensure alignment of education in the organization.
- Support strategic initiatives of the AAMA.

Your Skills:

KNOWLEDGE of:

- Workforce development trends and post-secondary education pathways.
- Adult learning principles and instructional design.
- Continuing education and professional credentialing programs.
- Product development and portfolio management.
- Association governance and volunteer leadership structures.
- Learning technologies and digital learning ecosystems.

SKILLS in:

- Microsoft Office suite including Word and Excel and ability to learn in-house programs.
- Strategic planning and execution.
- Product lifecycle management.
- Market analysis and learner needs assessment.
- Business planning and program evaluation.
- Data analysis and performance measurement.
- Budget development and resource allocation.
- Relationship management and partnership development.
- Presentation, facilitation, and communication.

ABILITY to:

- Translate strategic goals into actionable learning programs and workforce initiatives.
- Identify future workforce and professional development opportunities.
- Manage multiple complex projects simultaneously.
- Build consensus among volunteer leaders and stakeholders.
- Lead cross-functional teams and initiatives.
- Drive innovation while maintaining operational excellence.
- Effectively communicate with diverse audiences including employers, educators, volunteer leaders, members and staff.
- Work collaboratively with all AAMA staff.
- Work hours beyond the regularly scheduled workday when needed.
- Travel to onsite meetings and events as requested.

Minimum Education and Experience:

- Bachelor's degree required; master's degree preferred.
- Seven or more years of progressively responsible experience in professional education, workforce development, credentialing, association management, or related fields.
- Experience developing educational products, learning programs, or professional development initiatives.
- Experience managing staff and leading cross-functional projects.
- Experience working with boards, committees, and volunteer leadership groups.
- Experience with learning management systems and educational technologies preferred.

Compensation and Benefits:

- Full time, salary position.
- Health, Dental and Vision Insurance with partial company paid premiums.
- Short-term and Long-term Disability Insurance.
- Life Insurance.
- 401K account with matching potential starting in 2027.
- Paid vacation and sick days, plus holidays.
- Transit benefit program.

Physical and Environmental Demands:

ENVIRONMENTAL DEMANDS *including:*

- Working in an office environment with light to moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.

PHYSICAL DEMANDS *including:*

- Sedentary office work although standing in work areas and walking between work areas may be required.
- Finger and hand dexterity to access, enter, and retrieve data using a computer keyboard or calculator, and to operate standard office equipment.
- Mobility to work in a standard office setting and use standard office equipment.
- Vision to read printed materials and a computer screen, make color distinctions, and have normal depth perception; ability to smell fumes like odorous gas; and hearing and speech to communicate in person, before groups, and over the telephone.
- Occasionally bending, stooping, kneeling, reaching, pushing, and pulling drawers open and closed to retrieve and file information.
- Ability to lift, carry, push, and pull materials and objects weighing up to thirty (30) pounds.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Join the AAMA staff team as we support Medical Assistants!

To apply, send your resume to AAMA Hiring Team at spirani@aama-ntl.org.

AAMA is committed to provide equal employment and advancement opportunities to all individuals based on merit, qualifications, and abilities. The AAMA does not discriminate in employment opportunities or practices based on race, color, religion, sex, sexual orientation, national origin, age, disability, or any other characteristic protected by law.