



Title: Manager of Education Programs	Date Reviewed: 10/1/2025
Incumbent: None	Location: Arlington, VA (hybrid) preferred; remote considered
Supervisor & Title: Victoria Broehm, Vice President of Member Experience	
Date in Position:	

Position Summary

The Manager of Education Programs at the American Feed Industry Association (AFIA) is responsible for providing members with accessible, high-quality, professional education. This position will manage content development for, and support the implementation of, a multi-year education strategy, advancing AFIA's goal of providing additional industry training and professional development opportunities for members.

Working closely with subject-matter experts (SMEs), internal teams and external partners, the manager will design and deliver compelling educational content across webinars, workshops and on-demand formats that reflect adult-learning best practices. In addition, the manager will collaborate with colleges, universities and member companies to coordinate new and refresh older professional development courses for industry.

Position Responsibilities

Education-Specific:

- Collaborates with the SMEs (i.e., internal staff or member committees) on the design of program agendas. The manager will work to understand the learning goals for each event so that they can advertise them appropriately, support the AFIA team in speaker outreach as needed and identify educational platforms based on adult-learner principles and needs.
- Supports SMEs with outreach to universities/technical colleges and/or member companies to co-create content and/or expand reach.
- Collaborates with the Institute for Feed Education and Research (IFEEDER), the animal food industry's research and education arm, to provide AFIA members educational programming derived from project outcomes.
- Manages the implementation of partner agreements, e.g., those that allow AFIA members to take advantage of additional professional development courses at reduced rates from other organizations.
- Uses member surveys and market/competitor research to identify emerging educational needs and provide input to the leadership team on the overall strategic plan.
- Stays current on learning technologies and instructional design trends. Proposes new delivery methods (e.g., modular courses, hybrid formats) to best meet members' needs.



- Monitors regulatory, legislative, trade and sustainability policy developments for timely and relevant program ideas.
- Manages the AFIA Human Resources and Networking, Education and Mentoring in Agriculture Member Interest Groups.

Communications/Marketing Specific:

- Develops multimedia content and/or assets (e.g., one-pagers, case studies, blogs, short videos) as needed to extend AFIA educational programs' reach and aid course participants in their knowledge and understanding of the course material.
- Oversees AFIA's online resource library for educational materials and the cross-posting of content with educational partners.
- Supports the AFIA communications team in developing targeted marketing campaigns of all educational programs and webinars and regularly provides content for the weekly AFIA Connect and Educate newsletter.

Meetings Specific:

- Supports the meetings and events team with speaker outreach to ensure presentations meet learning goals.
- Coordinates the scheduling and running of member webinars with the meetings and events team.
- Acts as the designated staff liaison for AFIA partner university courses and online education programs, coordinating with university personnel and internal teams to manage the logistics and delivery of courses while maintaining high standards of participant experience.
- Coordinates ARPAS credits for all AFIA events.

Tools/Software Used

- Webinar platforms (e.g., Teams, Zoom, Webex).
- Familiarity with Learning Management Systems (LMS) for online courses a plus.
- Content Management System tools for managing members-only online educational content.
- Survey tools (Survey Planet, Google Forms) for feedback and evaluation.
- Association Management System tools (e.g., Association Anywhere).
- Project planning tools (i.e., Microsoft Teams Planner).
- Microsoft Office Suite (i.e., Outlook, Excel, Word, PowerPoint).

Qualifications (Soft Skills)

- Strategic thinker with a passion for teaching and supporting adult learners.
- Excellent communicator, capable of crafting compelling content and facilitating dialogue with diverse audiences.



- Diplomatic, with the ability to foster member trust.
- Entrepreneurial, self-starting and proactive in identifying new opportunities.
- Highly organized and detail-oriented with strong project and time management skills.
- Collaborative, team-oriented and comfortable working across departments and with external partners.
- Professional, poised and confident representing the association publicly or in meetings with member business leaders.

Knowledge and Experience

- Bachelor's degree in education, instructional design, agriculture or a related field.
- 7+ years of experience in program coordination, instructional design or professional education delivery.
- Demonstrated success launching or scaling multi-format learning programs.
- Experience with revenue-generation models and program budgeting.
- Familiarity with working in or alongside educational institutions, industry associations or corporate workforce development initiatives.
- Certifications in the animal food industry (e.g., Preventive Controls Qualified Individual) a plus.
- Understanding of (or the ability to quickly learn) policy issues impacting feed and pet food manufacturing. Exposure to or interest in the food, agriculture or manufacturing industries is preferred.

Support Resources Available

- Strong cross-functional support from AFIA's policy, communications and meetings/events teams and the Institute for Feed Education and Research staff.
- AFIA's education task force insights, survey findings and historical content libraries.
- Member committees with direct jurisdiction over AFIA educational programs.
- Internal marketing and communications assistance for program promotion and member outreach, along with support from AFIA's Marketing and Communications Committee.
- Partner educational institutions, including Kansas State University, with opportunities to grow new collaborations.