

## Job Description

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| <b>Position:</b>   | <b>English Language Program Manager</b> |
| <b>Reports to:</b> | <b>Country Director</b>                 |
| <b>Location:</b>   | <b>Rabat, Morocco</b>                   |

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### **Position Overview**

The English Language (EL) Program Manager is a member of the senior staff at Amideast Morocco and is responsible for managing the English Language Department portfolio, which includes English language training programs (public classes and contract programs) and test preparation courses for standardized tests (TOEFL, TOEIC, SAT, GMAT and GRE). The EL Program Manager supervises full-time program staff, part-time teachers, consultants, and interns involved in the implementation of programs under the umbrella of the English Language Department in Rabat and Casablanca.

The EL Program Manager reports to the Amideast Country Director, and coordinates EL Program portfolio activities with other departments, as well as Amideast's Regional Director of English Language Programs. The EL Program Manager will work closely with marketing and sales staff to develop strategies for growing enrollments and developing/adapting programs to meet the needs of existing and new clients.

### **Roles and Responsibilities**

Tasks and responsibilities for this position include, but are not limited to, the following:

#### *Effective Program Delivery*

- Ensuring quality assurance for all aspects of EL program planning, design/development, implementation, and evaluation. This includes continuity of program delivery between the Rabat and Casa offices.
- Oversee the creation and maintenance of pacing documents, curricula, and syllabi for the EL Program.
- Ensuring monitoring and evaluation systems are used for quality assurance and program improvement, including student survey data solicited and summarized after each session.
- Assessing and improving systems for program and student tracking, retention and monitoring.
- Ensuring end-of-course feedback surveys are implemented to measure student satisfaction and top-level summaries are shared, discussed and inform changes in program delivery if necessary.
- Participating in annual planning and budgeting processes and tracking session revenue against the annual budget.
- Forecasting book inventory needs and leading the book ordering process involving the book ordering committee through the appropriate financial channels in a timely manner.
- Preparing reports on EL enrolment and program activities, as required.
- Taking a lead role in the use of Amideast's learning management system, Amideast Online. This includes preparing online materials for classes when needed and support to teachers on

how to use the LMS.

- Participating in regular webinars organized by the Regional Director of English Language Programs.

#### Recruitment and Training

- Recruiting, supervising and mentoring department staff and teachers.
- Coordinating biannual observations of English teachers, and providing appropriate feedback
- Overseeing the training and mentoring of teachers to deliver high quality classroom instruction.
- Overseeing the work of the EL teams in both Rabat and Casa with respect to teacher performance and administrative support.
- Ensuring appropriate on-boarding and training for all EL department staff by creating training manuals with procedural documents, work files, and templates for the department.
- Managing delivery of the Professional Certificate of English Language Teaching (PCELT) in association with specific grant programs or on a commercial basis.
- Strengthening EL staff capacity by planning needs-based professional development.

#### Sales, Marketing and Communication

- Consulting with the sales team regarding EL strategic plans based on emerging markets and new opportunities, including establishing quarterly and annual targets.
- Leading the EL team in the creation of new course offerings based on customer demand.
- Analyzing existing and potential competition and integrating findings in the planning of new or expanded EL services, in collaboration with the sales team.
- Consulting with the marketing team regarding marketing strategies and proposals, contributing to the expansion of the Amideast EL program portfolio.
- Developing English content for social media initiatives and other marketing campaigns
- Collaborating closely with other departments (including CSR, marketing & sales) to promote EL products and services individually including participating in client meetings as needed.

### **Qualifications**

#### Professional Qualifications

- Master's degree or the equivalent in a relevant field; TESOL/TEFL certification or degree (must be at least 120 hours and include practice teaching)
- A minimum of five years of experience in English language teaching, teacher training, and curriculum development
- A minimum of five years of progressively responsible experience in program management, EL program coordination, marketing, and/or customer relations
- Demonstrated business development skills, including budgeting, technical proposal development strongly preferred
- Extensive knowledge of current trends in ESL/EFL and ESP
- Knowledge of monitoring and evaluation processes as part of program management
- Excellent written and oral communication skills
- Native or near-native fluency in English; Excellent Arabic and/or French proficiency
- Knowledge of the local business and ELT communities
- High-level proficiency in office productivity tools, including MS Outlook, Word, Excel, PowerPoint.
- Demonstrated E-learning experience

*Personal Qualities*

- Excellent interpersonal skills
- Strong organizational habits
- Entrepreneurial mindset
- Leadership skills to manage team and resources
- Ability to coach and mentor staff
- Strategic thinker and problem solver

**NOTE:**

This job description is not intended to be all-inclusive, and the incumbent will perform other reasonable work- related duties as assigned by the immediate supervisor and other executives when necessary. Amideast reserves the right to change duties and responsibilities as needed.

**TO APPLY:**

**If you are interested in applying for this position, please submit your resume and a cover letter to [hrmorocco@amideast.org](mailto:hrmorocco@amideast.org) before august 28, 2023, at midnight.**