



NUARI

NORWICH UNIVERSITY APPLIED RESEARCH INSTITUTES

Job Title: Education Outreach Director

Location: Remote/Hybrid

Job Type: Full-Time

Reports to: Vice President, Strategic Partnerships

NUARI is searching for an innovative, dynamic, and relationship-driven professional with a passion for building impactful partnerships and shaping the future of our education outreach initiatives. NUARI is a member of the National Cybersecurity Preparedness Consortium (NCPC), which provides cybersecurity-related training, exercises, and technical assistance to state, local, tribal, and territorial communities. The **Education Outreach Director** should excel at identifying key stakeholders and collaborations, establishing meaningful and long-term partnerships, working collaboratively with consortium members, and ensuring the successful outreach execution of our cyber-related courses, NCPC program, and other projects. The ideal candidate would thrive in an entrepreneurial environment, can think outside the box, have a keen eye for marketing strategy, and be willing to travel.

Key Responsibilities:

- **Identify and Establish Partnerships:** Actively research and identify potential partners and collaborators (educational institutions, industry leaders, community organizations, etc.) to expand course offerings and reach new audiences.
- **Develop and Maintain Relationships:** Build and nurture long-term relationships with key stakeholders to facilitate ongoing collaboration, course delivery, and mutual growth.
- **Outreach Strategy & Execution:** Lead and execute outreach campaigns to target strategic partners, ensuring alignment with business goals and maximizing course enrollment.
- **Marketing Review & Enhancement:** Regularly review and assess marketing materials to ensure they resonate with the target audience, adjusting messaging to present our offerings in the best light.

- **Creative Problem-Solving:** Think outside the box to develop creative solutions and partnerships that enhance course delivery and expand our reach.
- **Collaboration & Reporting:** Collaborate with other consortium institution members and internally, the outreach, execution, and education departments to ensure a unified strategy, and provide regular updates and reports on outreach effectiveness.

Qualifications:

- Proven experience in partnership development, outreach, or sales (preferably in the education, training, or learning space).
- Exceptional communication and interpersonal skills, with the ability to engage and influence stakeholders at all levels.
- Strong ability to think strategically and creatively, with a solution-oriented approach.
- Detail-oriented with a flair for reviewing and improving marketing materials for audience relevance.
- Self-motivated and goal-oriented, with the ability to work independently and as part of a team.
- Familiarity with digital marketing tools and outreach strategies.
- Experience working with diverse audiences, from educational institutions to corporate partners to rural stakeholders.
- Bachelor's degree preferred

Applications will be accepted until January 31, 2025.

Interested candidates are encouraged to submit a letter of interest and resume to Cheryl Willette at cwillet1@norwich.edu

Norwich University Applied Research Institutes is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex or national origin. Applications from women and people of diverse racial, ethnic, and cultural backgrounds are encouraged. Competitive salary and excellent benefits package offered. Please visit <https://nuari.org> for more information.