



INSERT DATE HERE

Application Services Manager Job Description

Overview:

Are you someone who is passionate about health care and education? The Physician Assistant Education Association (PAEA) is committed to transforming PA education and health care by leading and serving the PA educational community. As the national leader in PA education, the Association delivers a large array of educational resources, products, and services specifically designed to meet the emerging needs of PA programs.

Currently, the Association is seeking an **Application Services Manager** to direct and oversee operations, training, and communications of our Centralized Application Service for Physician Assistants (CASPA) and operations of Enrollment Management Platform (EMP). The position will manage interactions with member programs, the vendor (Liaison International), academic advisors, and prospective PA students. The position will oversee a broad portfolio of CASPA activities including data analysis. The position will also manage the technology and operations of EMP. This position will report to the Senior Director, Member Experience and will work closely with the CFO and business operations team to inform decisions by using data analytics.

This position is a full-time position that is based at the PAEA national office in Washington, D.C. Our benefits include employer contributions to your 403(b), excellent health insurance, and flexible work hours.

Our Mission:

PAEA serves as a resource for individuals and organizations from various professional sectors interested in the educational aspects of the PA profession. The Association is the organization primarily responsible for collecting, publishing, and disseminating information on PA programs. PAEA provides effective representation to affiliated organizations involved in health education, health care policy, and the national certification of PA graduates. PAEA



works to ensure quality PA education through the development and distribution of educational services and products specifically geared toward meeting the emerging needs of PA programs, the PA profession, and the health care industry.

Responsibilities:

Manage operations, training, and communications of the Association's centralized application service, CASPA, and relationships with vendors and member users:

- Collaborate with vendor (Liaison International) and member programs for timely delivery and launch of the CASPA application.
- Perform data analysis and reporting (bi-weekly through annual) of application program cycle and process to internal and external stakeholders. Analyze program risks, gaps, and trends to inform Association's decision making.
- Maintain application program's annual budget, including fee structure and revenue forecast. Manage PAEA's Application Fee Waiver program and forecast.
- Propose and implement application service and process improvements, standard operating procedures, and best practices to enhance member services and support.
- Collaborate with PAEA Communication team to develop effective and regular CASPA communications with members.
- Develop and oversee CASPA Advisory Committee to implement new features and products (Visual Analytics, WebAdMIT platforms, etc.)
- Assess needs and coordinate trainings (webinars, workshops, etc.) for programs and applicants on a regular basis.
- Provide problem-solving support to members, advisors, and applicants.
- Manage CASPA policies and procedures, including applicant discrepancies.
- Serve as a CAS Executives Group representative with 30+ healthcare associations.
- Conduct outreach to and provide support to pre-health advisors across the country.
- Conduct CASPA webinars for students and advisors.
- Recruit both non-CASPA member programs and developing programs to participate in CASPA; Manage onboarding process.
- Collect matriculation data from all CASPA participating programs.
- Develop and maintain all CASPA materials (instructions, FAQs, web content, etc.)

Manage technology and operations component of Enrollment Marketing Platform (EMP):

- Contribute to strategic dialogue to maintain and improve EMP procedures (emails, personalized web pages, events, etc.)
- Operationalize a plan to increase communication to CASPA teams, applicants, and prehealth advisors to build a diverse pipeline and drive application growth.



- Maximize the conversion/yield rate for incomplete applications.
- Provide data to support strategic decisions, including recruitment initiatives.
- Provide resources to programs to utilize EMP recruitment efforts at the local level.

Qualifications:

- Bachelor's degree required.
- Minimum 5 years of related experience, preferably in centralized application services, higher education admissions practices, and customer relationship management (CRM) system experience.
- Strong knowledge of database applications (Salesforce.com desired) and digital marketing technologies.
- Solid understanding and application of statistical analysis; Ability to gather and analyze data and generate reports.
- Ability to communicate clearly and precisely, both verbally and in writing, with membership, vendors, students, and advisors.
- Ability to organize and prioritize projects using effective organizational skills.
- Experience in a member-based organization working with membership enrollment systems and processes; strong customer service skills.
- Detail-oriented with the ability to problem-solve and work independently; Strong project and or program management experience required.
- Proficiency with Microsoft Office platform (Excel, PowerPoint, Word).

If interested in applying for this job, please submit a cover letter and resume to HR@paeaonline.org.

