

JOB DESCRIPTION:	Chief Online & Distance Education Officer		
DEPARTMENT:	Online & Distance Education		
REPORT TO:	Vice President of Academic Affairs/Provost		
EEO CLASSIFICATION:	First/Mid Officers & Managers	FLSA STATUS:	Exempt
CUPA HR	#196040	DATE APPROVED:	06-MAY-2021
CLASSIFICATION:		DATE MODIFIED:	11-JUN-2025

SUMMARY: Provides support to faculty, programs, and schools in the development and conversion of courses and programs to innovative online and other technology-assisted educational venues and/or face- to-face courses utilizing cutting-edge and creative design and course delivery options.

DUTIES:

1. Provides support to faculty, programs, and schools in the development and conversion of courses and programs to innovative online and other technology-assisted educational venues and/or face-to-face courses utilizing cutting-edge and creative design and course delivery options.
2. Develops and promotes online learning initiatives.
3. Oversees the planning, scheduling, and coordination of online courses.
4. Analysis, designs, develops, and implements online courses, web-based training, and face-to-face training curricula, proactive consultation with subject matter experts to identify and obtain training objectives and content, draft storyboards and mock-ups and write and develop content as needed.
5. Organizes initiatives for online programs and identify trends in online learning.
6. Works with faculty and administrative professionals in various departments to integrate distance learning options across all degree programs and provide training for online instructors.
7. Develops distance learning policies and best practices in conjunction with departmental directors.
8. Assess and analyzes current online programs and find ways to streamline and optimize processes.
9. Coordinates instructional design with an understanding of best practices for distance learning.
10. Advises faculty on universal design and accessibility.
11. Works with other institutional departments to support instructors delivering online coursework from the planning to the assessment phase.
12. Works with marketing to expand the reach of online programs and generate increasing enrollment numbers.
13. Provides a broad range of administrative and supervisory functions. Supervises assigned staff in accordance with WNMU personnel practices including recruitment, training, performance evaluation, guidance, etc. Participates in the process of ongoing personal and professional development. Maintains comprehensive communication among all contacts (internal and external). Models professional standards and ethics in accordance with WNMU philosophy.
14. Performs other duties as assigned.

REQUIREMENTS:

1. **Education /Background:** Master's degree in related field with 4 years of experience in leading role preferred. Bachelor's degree in a related field with 7 years of experience in leading role with budgeting and supervisory responsibilities. Bilingual (Spanish) preferred.
2. **Job Knowledge:** Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse setting. Knowledge of state-of-the-art technology, equipment

and/or systems and ability to coordinate information systems development, enhancements and modifications from overall information services perspective. Strong technical skills and management experience relevant to both academic and administrative computing including online, hybrid, and distance learning environments, instructional media resources, campus networks, database systems, information security and telecommunications. Ability to develop strategic direction and advanced leadership skills. Ability to develop and implement short- and long-range online and distance learning operational plans. Knowledge of organizational structure, workflow, operating procedures, and business processes. Skill in budget preparation and fiscal management to include multi-year budgeting. Ability to interpret, adapt, and apply guidelines and procedures as they pertain to the department and the University. Must be sensitive to cultural differences within the University and community. Fluent in Microsoft Office Applications.

3. **Working Conditions/Physical Demands** (With or Without Accommodations): Normal office environment, may travel some within the community when needed. May be required to transport normal office equipment and materials. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to compose correspondence and reports and remain in a sedentary position for prolonged periods of time. May be required to work additional hours or days depending on circumstances.

4. **Other requirements:**

- a. Requires a valid driver's license.
- b. Required to complete Defensive Driving Course within 6 months. (If applicable to the role)

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)