



Job Outline

Position Title:	Educational Services Specialist (ESS)	Department & Cost Center:	Educational Specialists 6080
Reports to:	Business Manager, Education Services, US	Location:	United States, Americas, LNY Field-based

Position Overview
Define position overview. What would you tell someone if asked “What do you do”? – write one or two sentence description or bullet points to describe what the role encompasses. Use easy to understand language and terminology and be as specific as possible.
<ol style="list-style-type: none"> 1. The role of the Educational Services Specialist is to deliver educational services product & service portfolio information to external and internal customers while applying knowledge of educational methodology, clinical experience, and specific simulation needs of the client. 2. This delivery should further the development & improvement of the clients’ capability to deliver high quality medical training intended to help save lives.
Position Holder is Accountable For:
Define accountabilities. Accountability is being answerable for the result. List the key areas, projects, implementations or applications that the individual is solely accountable for or has the primary decision-making authority. The purpose for defining these accountabilities is to clarify what the employee is accountable for and to agree exactly on the scope of authority. Accountabilities may not be applicable for all roles.
<ol style="list-style-type: none"> 1. Deliver standard educational content (for both internal & external training needs) primarily onsite at customer location, occasionally via other delivery methods. 2. Supporting SUNs, Min-Suns and approved Tradeshows by delivering educational content and supporting customer inquiries. 3. Support sales of Products, Services, and Programs.
Responsibilities:
Describe primary responsibilities. The Responsibilities describe the most important and frequent actions that are taken by the employee in support of their role. These activities should represent approximately 80% of the time spent on the job. The intention is to provide a concise overview of the job, not to provide “how to” or “step-by-step” details.
<ol style="list-style-type: none"> 1. Analyzes learning objectives & educational needs of clients. 2. Understands the economic, clinical, and educational features & benefits of the Laerdal Education Services product portfolio and applies that knowledge to suit the customers’ needs. 3. Applies knowledge of the Laerdal Educational Services product portfolio in relation to the needs of the client and recommends products, services, and programs to develop and improve the training capabilities of the client.

4. Applies and relates knowledge of the Laerdal Education Services product portfolio particular to the developmental needs of the client following customized & standard training (to include, but not limited to the following):
 - Curricular Needs
 - Courseware (including SimStore Content)
 - Training Plans
 - Lesson Plans
 - Customized Training Support Materials
5. Complies with policies and procedures and maintains competence in systems used by the organization (e.g. Salesforce).

Knowledge and Experience:

Describe experience required.

1. BS or equivalent in a medical discipline &/or,
2. BA or equivalent in teaching & education.
3. 3-5 years' experience in clinical practice or teaching.
4. Experience in/with the following areas is highly desirable:
 - a. Clinical education and/or healthcare environments, license and/or certification in a recognized standard such as NREMT or RN
 - b. Medical computer or simulation-based training
 - c. Instructional design

Competencies:

Describe competencies.

1. Ability to work with other members of the Laerdal team; team player.
2. Exhibits analytical skills related to all potential customer environments and backgrounds, makes decisions based on situational awareness and remains open to suggestions.
3. Able to effectively communicate with & manage customer relationships & expectations, delivering the highest quality customer service.
4. Maintains strong educational skill, certifications, and continuously improves.
5. Possesses exceptional written & verbal communication skills.
6. Exhibits a desire for personal and organizational improvement; embraces change.
7. Plans and implements innovative ideas when appropriate.
8. Demonstrated understanding of current technology (e.g. Windows, Skype, iOS).
9. Technical (IT and/or mechanical) troubleshooting skills strongly desired.
10. Ability to travel and/or deliver training at least 2 weekends per month.

11. Ability to lift and carry supplies, files, and product up to 100 lbs with or without mechanical assistance.
12. Ability to travel up to 100% (this is a "road warrior" position).