



POSITION DESCRIPTION

The Aesthetic Society Head of Education, Programming & Innovation

www.theaestheticsociety.org

THE ORGANIZATION

Founded in 1967, The American Society for Aesthetic Plastic Surgery (d/b/a The Aesthetic Society) is recognized as the world's leading professional organization of ABPS board-certified plastic surgeons who are solely dedicated to the art, science, and safe practice of aesthetic surgery and cosmetic medicine of the face and body. Our members are recognized as Aesthetic Plastic Surgeons, to honor their many additional years of highly specialized training and their passionate commitment to their patients.

With over 3,000 members in the U.S., Canada, and many other countries, The Aesthetic Society is at the forefront of innovative aesthetic plastic surgery and medicine worldwide.

POSITION SUMMARY

The Head of Education, Programming and Innovation is **responsible for leading the strategy, development, and execution of the organization's full education portfolio and programmatic initiatives**. This role is accountable for transforming educational offerings into a dynamic, year-round learning ecosystem that drives member engagement, professional development, and organizational growth.

This leader will oversee all educational programming, including digital, virtual, and in-person offerings, while integrating technology, incentives, and innovative content strategies to deliver high-impact learning experiences and measurable outcomes. **The role requires direct oversight of ACCME-accredited activities, ensuring full compliance with accreditation standards**, regulatory requirements, and continuing medical education best practices. A core responsibility of this role is to ensure programming is intentionally designed to serve and engage the organization's diverse membership categories. Approximately 15%–20% of travel is required.

Key Responsibilities

Strategic Leadership & Vision

- Develop and lead a comprehensive education and programming strategy aligned with organizational priorities and long-term growth.
- Build a segmented education strategy that delivers tailored value across Full Members, International Members, AlliedPro, and Residents/Fellows.
- Transition the organization from episodic programming to a continuous, lifecycle-based learning model.
- Incorporate incentive-based engagement strategies (e.g., gamification, badges, milestones, recognition programs) to increase participation and retention.
- Identify emerging trends, technologies, and innovations to keep programming relevant, differentiated, and future-focused.
- Serve as a key strategic partner to executive leadership and contribute to enterprise-wide initiatives.

Revenue & Growth Strategy

- Position education and programming as key strategic growth and revenue drivers.
- Develop monetization strategies across formats, premium courses, upsell, digital subscriptions, certification, and credentialing programs
- Identify opportunities to expand reach and participation through new program formats and channels.

- Collaborate with internal teams and partners to align programming with broader business objectives.

Education & Programming Portfolio

- Oversee the full portfolio of programs delivered across multiple channels, including In-person programs (annual meeting, specialty courses, labs, workshops), virtual, on-demand, and digital learning content, etc.
- Develop distinct program tracks and experiences tailored to each segment
- Ensure a cohesive and integrated experience across all education channels.
- Ensure all programs meet ACCME accreditation standards and compliance requirements

Program Design, Incentives & Content Innovation

- Lead the development of high-impact, learner-centric programming that reflects the needs of each membership segment.
- Design and implement incentive-based learning models, such as achievement badges and recognition, pathways to certifications or advanced credentials
- Drive a content lifecycle strategy, ensuring content is reusable, scalable, and accessible across formats.

Digital Learning & Platform Integration

- Oversee the development and expansion of the organization’s digital education ecosystem by establishing a Learning Management System (LMS), content libraries, mobile applications, and engagement tools.
- Integrate education with CRM and member systems to enable personalized learning journeys based on member type, career stage, and behavior.
- Utilize data, automation, and AI-driven tools to enhance content recommendations, user engagement, completion, and retention rates

Team Leadership & Operations

- Build and manage a diverse network of faculty, contributors, and subject matter experts.
- Develop structured faculty engagement, evaluation, and development programs.
- Lead and develop a high-performing team responsible for program development, execution, and support.
- Establish scalable operational processes and frameworks to support growth and efficiency.
- Ensure compliance with accreditation and regulatory requirements where applicable.

Qualifications & Experience

- 12+ years of progressive leadership experience in education, programming, or related fields.
- Proven experience developing multi-channel education programs (digital, virtual, and in-person).
- Experience with LMS platforms, digital learning ecosystems, or content delivery platforms strongly preferred.
- Direct experience with ACCME accreditation and compliance (required)
- Demonstrated success in implementing engagement or incentive-based learning strategies is a plus.
- Experience developing or supporting certification or credentialing programs preferred.
- Strong leadership, strategic thinking, and cross-functional collaboration skills.
- Experience in a professional association, medical society, or similar environment preferred.

Success in This Role Looks Like

- A fully integrated multi-channel education ecosystem (digital, virtual, and in-person)
- Increased engagement driven by incentives, personalization, and learning pathways
- Successful launch and growth of certification and credentialing programs
- Measurable increases in participation, retention, and program impact across all member segments
- A scalable, modern education platform that positions the organization as a leader in professional development
- Full compliance with ACCME standards and regulatory requirements

Compensation and Benefits:

- Compensation will be commensurate with experience and industry standards
- Remote/Hybrid work flexibility (ideal candidate to be based in Garden Grove, CA office)
- Comprehensive benefits package, including health, vision, and dental insurance
- Paid time off
- Eligibility for additional rewards, including an annual bonus
- 401(k) retirement plan

INTERESTED APPLICANTS

Those interested in applying should email a resume and a cover letter outlining specific qualifications to:
apply@theaestheticsociety.org

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