



Director, Herbal Education

Reports To: VP, People and Learning

Location: US, any location

Summary

The Director, Herbal Education is responsible for leading education development and curriculum creation for Gaia's retail customers, Health Practitioner customers and prospects, sales reps, employees, consumers, and corporate partners.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

RETAIL AND CONSUMER CHANNELS

- Provide technical content and design for:
 - Standard trainings for brokers for each of the need state categories and seasonal specific product use
 - Retail website for consumer and retail customer use
 - Intro to Gaia "basic training" for both retailers and sales brokers
 - Product information sheets
 - Corporate, national, and key account trainings
 - New broker training protocol
- Serve as teacher and presenter at:
 - Large regional events to expand brand awareness, grow relationships, and promote our seed to shelf philosophy
 - Retailer road show educational events
 - Corporate, national, and key account trainings
 - Sales broker product trainings
 - Retailer farm tours, and National Sales Meetings
- Engage in PR activities – print media, radio, lectures, etc.

EDUCATION:

- Manage education strategy for new product launches in collaboration with marketing team and develop all new product fact sheets, training tools and programs for launch support.
- Lead product expertise in all levels of curriculum

- Evaluate the need for new education and training programs, continually evaluating effectiveness of new and existing programs
- Work closely with the Marketing and Scientific Affairs teams to develop ancillary training support materials such as creative briefs, collateral materials, education formats, product guides, technical manuals, technical videos, training scripts, clinical study abstracts and other projects.
 - Manages the SAB, on-boards SAB members for retail trainings and partners with the business to provide educational materials to sales, marketing and for internal Gaia employees
 - Leads the Sales Education team;
 - Creates and delivers retailer product online training
 - Presents education live for sales team (new & existing products);
 - Evaluates blog posts , and other product related social media content;
 - Participates in radio interviews, social media campaigns and other consumer facing education delivery
- Provides content input on herbal workbook for in-field training

HP CHANNEL

- Assist sales and marketing in reviewing presentations created by SAB for webinars and other educational lectures.
 - This includes reviewing the presentations for technical accuracy and clinical relevance.
- Deliver Webinars for HP channel;
- Develops content in coordination with SAB members for HP channel;
- Communicate with SAB as necessary on edits and feedback on presentation materials.
- Create presentation materials and serve as lecturer at HP webinars and educational forums, including key account trainings.
- Create and record e-learning assets as requested
- Participate in discussion forums on IP.com's Botanical Resource Center and other online forums.
- Answer technical questions for HP customers and prospects, as requested by Business Development team.
- Create technical white papers

Attend HP conference and tradeshow, as requested.

Supervisory Responsibilities

Manages the Sales Education team, and mentors Product Information Specialists

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

- Bachelor's degree in Education, or related field or equivalent experience in delivering adult education required
- Certified degree in Herbalism, or member of the AHG American Herbalist Guild
- Minimum of 10 years of training and herbal experience combined
- 5 years in a Manager or Team Leadership role
- ND or MD preferred

Knowledge, Skills and Abilities:

- Extensive knowledge of, and professional experience with, botanical medicines
- Knowledge of DSHEA requirements and regulations
- Experience in CGMP environments a plus
- Excellent communication and presentation skills: written and verbal
- Excellent organizational skills for multi-high priority responsibilities
- Strong interpersonal skills
- Ability to adapt well to change
- Strong attention to detail

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