



Job Description

ACI Director of Education

Market Background

- Increasing financial markets regulation and direction regarding behaviour and market best practice, such as the FX Global Code of Conduct published by the Bank for International Settlements in May 2017, have created significantly increased obligations on financial markets participants (individuals and organisations) to demonstrate (attest to) adherence to multiple codes of conduct and principles of best practice.
- Regulators and competent authorities require financial markets participants to implement appropriate policies, procedures and systems to assure adherence as well as processes that measure and verify adherence. Further, adherence must be demonstrated on an on-going basis, with regular review and attestation – and at an organisational level, through formal confirmation of commitment to adherence.
- Such policies and processes are enhanced by the provision of specialised education and training tools and services that support current and new employees to understand all applicable conduct and best practice obligations and the implications of non-compliance, and to demonstrate their understanding of and adherence with them..

Job Background

- Established in 1955, ACI Financial Markets Association is a global trade association representing the interests of financial markets professionals in over 60 countries operating in the FICC financial markets community.
- ACI is acknowledged as an industry leader in the provision of market principles of best practice and in delivering specific and relevant qualifications and continuing learning and development tools and services that enable individuals to qualify their industry knowledge/expertise and to demonstrate compliance with applicable conduct and best practice obligations
- Overseen by its Board of Education, ACI has developed a suite of educational products and services specifically to meet growing industry demand to demonstrate adherence and global demand for these products and services is expected to grow rapidly.
- To ensure that its education proposition remains responsive and directly aligned to the needs of financial market participants, ACI is looking for an experienced training and education professional, with sales and marketing acumen, and comprehensive knowledge of financial markets (specifically the FICC segment).

Job Purpose

- The ACI Director of Education is responsible for the day-to-day management, sales and relationship management of ACI's suite of education products and services; the execution of its education strategy; and contributing and participating in the evolution of ACI's education strategy.

- This person will work with the ACI Board of Education, the ACI Management Board, ACI Managing Director and ACI National Associations to represent and promote ACI to existing and prospective members, regulators and competent authorities and the broader financial services community.
- Working in conjunction with ACI National Associations, this person will lead and drive ACI's educational sales efforts globally and will have responsibility for the quality and relevance of all ACI content – from exam syllabuses, study materials and examination questions/ through to marketing materials and presentations.
- The ACI Director of Education will have a direct reporting line to the MD and a dotted line to the Chair of the ACI Board of Education.
- The ACI Director of Education is a global role. Travel is a requirement for the role.

Key Responsibilities

- **Product Management.** Ensure that all ACI's educational content remains up-to-date and market relevant. Periodically, and no less than annually, review the syllabus, reading list and examination question database of ACI's examinations as well as all Study Materials. Develop and launch social media educational content to engage our audience through media they commonly use and access.
- **Sales.** Lead sales strategy per product (globally, regionally and nationally). Manage and produce sales-related materials, manage train-the-trainer programme for ACI's flagship education product, ACI ELAC, manage Sales Pipeline; identify new pipeline opportunities and represent ACI in presentations and pitches to institutions, academic and professional partners for ACI ELAC and all ACI's education products and services.
- **Marketing.** Lead marketing approach for ACI's education suite, centrally driven and executed in partnership with ACI National Associations, optimising all media and distribution channels to raise and maintain the visibility of ACI's education proposition. Manage marketing strategy (signed off by MB) together with MD per product (globally, regionally and nationally).
- **Education Programme Management:** Responsible for management and oversight of all internal operational education matters as well as being the primary ACI education point of contact for candidate and ACI National Association engagement.
- **Pricing & Cost Management.** Management and oversight of ACI education pricing model (which are signed off by MB and Chair of Education) and recommendations to ACI Board of Education & MB under the remit to optimize revenues from education through competitive product and cross-product pricing; and manage costs to optimize net income
- **Media Content.** Own the content and, working with the ACI Managing Director and central marketing resources, for the presentation and format of the Education section of the ACI's global website, Global Education Centre and all other media.
- **Study Materials.** Create / maintain ACI-produced study materials and publications including practice exam questions for candidates to purchase via ACI sales channels.
- **Study Options.** Oversee and ensure the provision of a suite of revenue and non-revenue generating eLearning and CPD hour opportunities that support attestation and certification; complemented by trainer accreditation to support classroom training; Responsible for expansion of Global Education Centre on website and App; Create ACI-proprietary eLearning study materials and exam practice questions for all Certificates and ACI Diploma and make available to buy; Define criteria for Trainer Accreditation and redefine Trainer Contact Group structure
- **Trainer Contact Group.** Oversee and chair the ACI Trainer Contact Group – a forum between ACI Board of Education and its external trainer partners – providing feedback and direction to the trainers and listening to their comments to feed back to the ACI Board of Education. Monitor performance of trainers through analysis of the results of their candidates.

- **Training.** Be capable of delivering training courses for all ACI examinations. Act as a conduit for interest in classroom training and leverage Trainer Contact Group members to provide courses as/where ACI National Association or institutional interest arises.
- **Distribution.** Oversee and ensure ACI offers candidates and institutions flexible and cost-effective access to ACI's education offering in a controlled and maintained environment. Establish multiple external test centre relationships to avoid dependency on any one provider; Promote the adoption of in-house testing;
- **Test Centre Network.** Manage the ACI Test Centre network – adding and changing test centres as appropriate to ensure ACI retains a critical mass breadth of distribution for its education service – and ensure the test centres adhere to the strict rules and invigilation conditions ACI insists on to maintain the integrity and reputation of its education service
- **Appeal Management.** Manage the appeal system for candidates that have taken an ACI examination and, after review, present / recommend to ACI Board of Education appropriate response for it to opine on.
- **ACI National Associations.** Act as the conduit between the ACI Board of Education and ACI National Associations. Work with ACI National Associations to ensure local and global education content and marketing is shared, consistent and up to date; provide feedback and insight on local initiatives and other matters to the ACI Board of Education for awareness and promotion
- **Academic & Professional Partners.** Identify, engage academic and professional partners to enhance and expand ACI education through accreditation of ACI education products and services, reciprocal arrangements and educational solution partnerships.
- **Management Information.** Responsibility for the collation and presentation of all ACI education management information and statistics to the ACI Board of Education, ACI Management Board and other bodies as/when requested and approved by ACI Board of Education.
- **Mandatory CPD Programme.** Design an ACI mandatory CPD Programme aligned to global financial codes of conduct principles and incorporating ACI ELAC and all ACI education products, services and global and national events.

Preferred Experience & Skills

- **FICC Markets.** Proven knowledge and experience of FICC markets
- **Learning & Development / Training.** Proven track record of creating, presenting and assessing learning and development programmes, including training courses.
- **Sales & Marketing.** Proven sales and marketing expertise with track record of successfully growing and promoting products and services (min 10 years' experience)
- **Business Management.** Proven ability to manage day-to-day operations and work collaboratively.
- **Languages.** Fluent English-speaker required. Additional language(s) desirable.

Relevant Additional Information

- **Primary Location:** Candidates from all locations considered however strong preference for the northern Hemisphere, including but not limited to United Kingdom (London area), United States (New York area) or France (Paris area)
- **Job Function:** Director of Education
- **Employment Type:** Full-time (external contractor)
- **Employee Status:** 2 years contract