

## TECHNOLOGY TRAINING & OUTREACH SPECIALIST

Rev. 12/24

### Primary Responsibility:

The Technology Training & Outreach Specialist is responsible for improving members' usage and proficiency of MIBOR BLC® technology and ancillary technology products by providing effective training opportunities in person and virtually. This individual is also responsible for developing and maintaining the BLC® learning management system (LMS), and serves in a member-facing role by reaching out to brokerages and taking every opportunity to train members and demonstrate the value of their membership.

### Specific Responsibilities:

1. Identify opportunities for providing industry education based on membership inquiries, emerging needs and trends, membership surveys, and other available methods.
2. Schedule and coordinate diverse offerings of BLC® training programs and ancillary technology product training.
3. Work directly with the Communications Department to market training programs.
4. Develop content and conduct training courses designed to instruct members in the proper use of MIBOR BLC® and ancillary technology product, creating new materials and updating content as needed.
5. Create content for presentation materials, course materials and handouts, and supporting software and resources necessary for training, webinars, and seminars.
6. Ability to teach and connect with training attendees of diverse skill levels (beginner, intermediate and advanced).
7. Conduct visits to real estate offices and Division meetings for training and/or Q&A.
8. Produce instructional videos and host training webinars on MIBOR BLC® and ancillary technology products.
9. Develop course content in the Learning Management Software (LMS) hosted by MIBOR, continually updating and maintaining content and monitoring engagement for optimal effectiveness.
10. Maintain appropriate qualifications, certifications, and industry designations.
11. Collect feedback and monitor effectiveness and success of training offerings.
12. Maintain communication and attendance records of training session attendees.
13. Attend relevant industry meetings, conferences, education events as approved by the Vice President of Broker Listing Cooperative.
14. Contribute to team effort by accomplishing related results as needed.
15. Special projects at the request of Vice President of Broker Listing Cooperative.

### Competencies:

- Proficiency in instructional design and learning management software
- Strong interpersonal relationship building skills
- Excellent presentation skills with all audience sizes
- Engaging member service skills
- Passion and charisma for imparting knowledge upon others
- Ability to learn software and policy quickly
- Proper phone etiquette and effective listening skills
- Exceptional verbal and written communication skills
- Meet deadlines in a fast-paced environment

- Sound judgement and ability to remain composed under pressure
- Team-player, with ability to be extremely effective independently
- Strong organizational skills that reflect ability to perform and prioritize multiple task seamlessly with excellent attention to detail

Teams: Technology Team, Help Desk Team, and Customer Service Team

Reports to: Vice President of Broker Listing Cooperative