



# Product Specialist

The Center for Leadership Studies (CLS) is seeking a Product Specialist to work within our Product Development team. CLS projects involve many different stakeholders, tasks and subtasks, dependencies and variables, therefore, to support the life cycle of a product, the Product Specialist will provide a marketing focus around creating content that supports various departments across CLS showcasing our services. The Product Specialist will assist with the interdepartmental content needs and support for procuring client business as well as retention efforts. A successful Product Specialist is a proficient writer, content designer and can collaborate across many departments. The ideal candidate would have a range of design-related skills that they could flex across a variety of projects. High technology and software skills are necessary. The Product Specialist will report to the Senior Project Manager.

## Key Responsibilities:

- Create and present product marketing content such as blog posts, webinar outlines or product showcases
- Work with marketing, sales and product development to implement an effective marketing campaign
- Position CLS offerings in a way that is contextually relevant to industry trends and common pain points across the target audience
- Maintain a comprehensive understanding of CLS curriculum to inform development of client solutions
- Recognize client's understanding of CLS content and solutions and write proposals that accommodate their perspective
- Assist in presentations creation and proposal writing during client buying process
- Create product content that is visually attractive to target audiences
- Work closely with Instructional Designers, Project Managers, QA, sales and marketing to develop product designs or client needs



- Understand relevant technology, production methods and materials

## Requirements:

- Bachelor's degree required or equivalent experience
- Proficiency in all Adobe Creative Cloud
- Proficient with MS Office Suite
- Open to learning new skills and expanding capabilities to support content development
- Strong IT skills
- Strong competencies in planning, organizing and attention to detail
- Excel in sharing ideas to individuals with varying levels of technical knowledge
- High listening and questioning skills for discussing design briefs and understanding feedback from colleagues
- Good prioritization skills with a sense of urgency to accomplish tasks and projects
- Good leadership and communication skills, both verbal and written, demonstrated by ability to interact with other team members
- Team-oriented with a desire to pitch in where needed for the good of the business and customer
- Ability to thrive in a very fast-paced and dynamically changing environment
- Customer-oriented mentality
- Sense of ownership and pride in work

## Preferred Requirements:

- Currently living in the Raleigh/Durham area
- General understanding of adult learning theory, instructional design, user experience design, e-learning, mobile learning, learning management systems and internet portals



- Experience with a variety of design and content development skills such as video editing, scripting, storyboarding, digital design, designing for accessibility, or QA
- Ability to translate written content into a compelling design through the use of clean layouts, digestible tables and supportive graphics
- General understanding of printing and production methods
- General understanding of distribution methods and processes
- Experience with Wrike or other modern task and project management systems

## Company Culture and Benefits:

The Center for Leadership Studies (CLS) is a performance-based culture built on trust and respect. We offer a competitive and attractive compensation package, including:

- Comprehensive medical benefits/coverage
- Flexible time off
- Flex time and flexible workplace options
- Paid maternity and paternity leave
- Generous annual holiday calendar
- Educational assistance
- Highly collaborative and positive workplace
- A company focus on culture

## Company Overview:

For more than 50 years, The Center for Leadership Studies (CLS), founded by Dr. Paul Hersey, has been the global home of the original Situational Leadership® Model. With over 14 million leaders trained, Situational Leadership® is the most successful and widely adopted leadership model available. Deployed in more than 70% of Fortune 500 companies, Situational Leadership® transcends cultural and generational differences and equips leaders around the globe with the skills necessary to address a specific challenge, drive behavior change and increase productivity. CLS' diverse product portfolio includes a comprehensive



off-the-shelf leadership curriculum founded on our proven, research-based competency model. In addition, CLS has more than 25 years of experience designing and developing award-winning custom training solutions.

CLS services customers both domestically and internationally through an extensive network comprised of over 200 learning professionals in more than 35 countries. Our global affiliates and facilitators understand the nuances present in each culture, allowing for the delivery of innovative, high-quality training programs in localized languages.

## Our Values:

At The Center for Leadership Studies, we view each customer opportunity as a long-term partnership. In such relationships, we believe that the values of the people that you choose to do business with can have an equal impact on the success of your learning endeavors as can the technical skill sets. Put a different way, we feel it's important for you to know who we are and what we stand for. Below are the values we strive to live by each day. They represent the expectations that we have for each CLS team member:

### **Be Responsive: Service is Inside and Out**

Do what you say you are going to do when you say you are going to do it. Don't over promise and never under deliver.

### **Embrace Teamwork: Invest in Others**

Strive to continually develop and nurture your base of personal power.

### **Own Your Actions: Take Personal Responsibility**

Follow through on your commitments with relentless attention to detail, completion, and results.



### **Maintain Your Integrity: Do the Right Thing**

Communicate openly and honestly: Develop a reputation grounded in personal and professional credibility.

### **Have Fun: Take a Minute to Smile**

Enjoy the journey (celebrate victories; keep setbacks in their proper perspective). Embrace the fact that work and fun are NOT mutually exclusive terms.

For additional information, please direct inquiries to

[jobs@situational.com](mailto:jobs@situational.com).