JOB INFORMATION

JOB TITLE	Digital Content Developer	POSITION NUMBER	
SERVICE AREA	Digital Education Services	LOCATION/CAMPUS	Merrist Wood
GRADE	M1	GRADE RANGE	Up to £32,537
HOURS	37	TYPE	Fixed Term (12 months)

ACCOUNTABILITIES

RESPONSIBLE TO	Digital Education Development Team Leader	NO. OF EMPLOYEES	NA
BUDGET (£)	NA	ASSETS	

JOB PURPOSE

The Digital Content Developer will be responsible for developing high quality, digital learning assets using a variety of multimedia content generation tools to enhance the learner experience and engagement with online learning. You will need to be able to interpret a brief, work to challenging timescales and produce digital learning assets based on a framework that emphasises social, collaborative, task based and independent learning ensuring a consideration has been made in respect of equality, diversity, inclusion, British Values and accessibility . As part of the Digital Education Services team, you must be an excellent communicator with a creative mindset and passion for creating outstanding learning experiences with great results. In addition, this position also supports the day-to-day operations of the college learning environments, providing support to staff and students as required to ensure a high level of customer service at all times.

This position will be assigned to a base location with occasional travel to other sites as and when required.

QUALIFICATIONS AND EXPERIENCE	TECHNICAL KNOWLEDGE/SKILLS	BEHAVIOURIAL SKILLS
• Knowledge of current and developing learning and teaching practices in Further Education and their application in educational design, digital and distance learning development. • An understanding of the pedagogic issues relating to learning technologies. • An understanding of learning technologies including the use of virtual learning	• Ability to perform effectively and sensitively in a team. • Ability to make decisions which are informed by dialogue and debate. • Excellent interpersonal skills and the ability to influence and operate at all levels • Ability to lead and deliver key projects successfully	• Excellent customer service ethos – goes extra mile • Strong team work ethos • High level of attention to detail • Seeks continuous improvement • Makes best use of technology • Has keen personal interest in technology

- environments, computer mediated communications, computer assisted assessment and a selection of content creation tools.
- Evidence of continuing commitment to self-development through courses and research undertaken.
- Proven experience of preparing courseware for online production, including content editing and supporting the storyboarding process
- Experience delivering customer-facing services to staff and students with varying levels of digital literacy
- Experience in conducting research, horizon scanning and presenting proposals
- Significant experience of operating and achieving results in a fast-paced digital environment, working with multiple stakeholders including Product Owners, Project Managers and Instructional Designers
- Deep understanding of a broad range instructional design methodologies, design theory, story boarding and demonstrable experience of applying these concepts.
- Demonstrable experience creating high quality, engaging learning content (eLearning, digital, Blended, Face-to-face, virtual, etc.).
- Solid industry experience with Graphics/Video/Audio work (working knowledge of the Adobe Creative Cloud)

- Strong planning skills
- Working knowledge of VLEs (Canvas Instructure) and other digital education resources.
- An up to date understanding of key developments in Learning Technologies.
- Ability to write concise documentation – business and project-related
- Active participation in networks relating to learning technology practice
- Project management skills
- Experience in the preparation of content for distance learning courses
- Mac and PC literate.
- Strong HTML5, CSS3, JavaScript and graphic optimisation skills.
- Excellent Knowledge of using Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects)
- Animation skills in After Effects/ HTML and CSS.
- Video editing skills (Adobe Premier Pro)
- Proficient understanding of cross-browser compatibility issues and ways to work around them.
- Awareness of the latest developments in digital learning. Specifically, experiential, peer and facilitation-led learning.
- Have an eye for visual design with excellent creative ability; including typographical, graphic design and layout skills.
- Ability to transform script/storyboards from subject matter experts into visually polished, interactive, engaging eLearning courses and/or multi-media resources.
- Ability to produce high quality graphics, video, audio and animations to be used in courses or communication pieces.
- Using authoring tools such as Articulate.

- Strong communications skill – can disseminate info widely
- Highly organised, methodical, tenacious
- We are an ambitious, developing and collaborative team and it's important the successful candidate also has the same drive and ambition to succeed collaboratively.
- An approach that is solutions-focused, pragmatic and logical.
- Experience working in an agile environment.
- A great communicator who is full of energy, positivity and builds great relationships.
- Articulate and analytical
- Decisive, independent worker with a high level of accuracy and attention to detail and an ability to understand and maintain processes and systems.
- A desire to mentor and share best practice with colleagues

	• Creating animations with tools such as GoAnimate	

MAIN DUTIES AND RESPONSIBILITIES

- Work with key stakeholders (Learning Technologists) to design and develop outstanding digital learning assets using a wide range of multimedia tools. This may include, but is not limited to:
  - o Creating innovative ideas using computer-based design packages such as Adobe InDesign, Illustrator, After Effects and similar packages.
  - o Animations development (using GoAnimate, Articulate)
  - o UI design and development (using G0Animate Games)
  - o Reusable templates (e.g. for ALO, YouStream)
  - o Use of rapid e-authoring tools (such as Articulate)
  - o Create supporting material such as images, diagrams, banners, templates, job-aids, infographics, etc. to support eLearning and face-to-face/online learning interventions.
  - o Create a wide-range of engaging eLearning modules incorporating: video, audio, 2D animations, characters, simulations, quizzes, etc.
  - o Update existing content as requested
- Contribute, hands-on, to everyday queries and maintenance of our VLE(i.e. ALO).
- Monitor and evaluate the quality, consistency and effectiveness of digital learning content across our dedicated VLE (ALO) processes, guidelines and procedures and make recommendations for improvement as appropriate.
- To provide support, advice and guidance to Digital Education staff in the preparation of content for online production by Learning Technologists
- To provide 'content editing' services to convert traditional material for online use, including application of creative writing techniques and support with structuring resources into a meaningful format
- To project manage the production timeline for online assets to support the smooth running of the Learning Technologists' production schedule
- To enter into collaborative/project working with other Digital Education staff and with curriculum areas
- To stay abreast of the changes in how learning technologies are used across the sector and identify opportunities to develop products with commercial value to the business
- To provide college learning environments (Libraries) staff cover as and when required to meet business demands.
- Work together with the learning teams to translate their requirements into content proposals, design plans and storyboards.
- Direct and produce pieces to camera (including iPhone) for training or communication purposes.
- Think creatively bringing digital learning content to life.

GENERIC RESPONSIBILITIES

- To provide the service in accordance with the Corporation's Vision, Strategic Plan and Service Improvement Plans
- To work in the spirit of the employee / manager charter
- To demonstrate and promote ethical behaviour appropriate to that which would be expected by our customers
- To work in a flexible manner and to be willing to undertake other duties as reasonably requested
- You will undertake professional development reviews and appraisals as appropriate.
- You will ensure that the college's health and safety policy is followed.
- You will participate in the development of equal opportunities, diversity and inclusion practice.
- You will be a member of cross college groups as and where required.
- You will undertake any other duties as reasonably required

Candidate Screening	Rehabilitation of offenders Act 1974 applies	Disclosure & Barring Service Enhanced Clearance

This job specification represents the major tasks to be carried out by the postholder, and identifies the level of responsibility at which the postholder will be required to work. In the interests of effective working the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any subsequent changes will be carried out in consultation with the postholder. All members of staff are appointed to the College as a whole and may reasonably be asked to undertake similar or related duties in an operational area or faculty other than that to which they were originally appointed.

Diversity Statement

It is the Policy of Activate Learning to recognise and encourage the valuable and enriching contribution, which people from a range of backgrounds and experiences can bring to the life and development of the institution. The College will, therefore aim to provide an education service which, in its teaching, administration and support services actively promotes equality of opportunity and freedom from discrimination on grounds of age, cultural background,

Health & Safety Statement

All employees have a responsibility to co-operate in promoting and maintaining a safe and healthy working environment, and to take reasonable care of their own health and safety at work and that of all other staff. Line managers have specific responsibility for the health and safety of their direct reports and other team members for which they have general management responsibility.

Safeguarding Statement

Activate Learning is committed to safeguarding and promoting the welfare of young people, and expects all staff and volunteers to share this commitment.