

POSITION DESCRIPTION



Name:**Job title:** Assessment Development Manager**Date:** October 2021**Department:** Higher Education**Reports to:** Sales Manager - VET

Basic purpose:

The Assessment Development Manager is responsible for the development of designated assessments for the Vocational Education and Training market and will be accountable for the performance of the assessments. This person, in consultation with the broader Assessment Team will develop the strategic vision and plans, and then execute these plans to the delivery of highly valuable products to achieve success and exceed strategic goals for market share, top-line, and profit growth.

The Assessment Development Manager will be capable of building and delivering a quality Cengage assessment approach for the vocational market, and for communicating that to the broader team.

This role works closely and collaboratively with colleagues across the organisation in product, GPM, marketing, sales and across operations / shared services to deliver market-leading products and will also oversee the deliverables of external writers.

Principal accountabilities:

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Product development guidelines	35%	<ul style="list-style-type: none">In consultation build a high-quality Cengage brand template for assessments, designed to be flexible for use across multiple training packages.Develop and maintain a program for all designated Assessments in consultation with the Assessment team to achieve the company's strategic and financial targets.Ensure assessment formats for both print and digital delivery are planned for, and compatible with Cengage technology.	<ul style="list-style-type: none">Ability to understand and participates in business strategy development and comprehends goals and strategic directionKnowledge of Vocational Education market throughout Australia, including trends in use of digital materialAbility to commission content and manage writers	<ul style="list-style-type: none">Quality product that meets student and educator needsMarket and competition awarenessA relentless focus on our customersMeets deadlinesEffective working relationshipsAuthor retention and suitability for each project

		<ul style="list-style-type: none"> • Initiate and prepare relevant briefs for projects. Manage a pool of writers, SMEs and trainers to develop curriculum resources to schedule. • Unpack and interpret training packages and ensure adherence to course quality standards and framework. • Participate in the project/production planning meetings discussing key market and production issues, marketing objectives, sales targets and due dates with the Assessment team. • Strategically select resource writers and facilitate their engagement by initiating letters of agreement (assignment of copyright). 	<ul style="list-style-type: none"> • Understanding of learning design and digital learning solutions that address customer workflow and learning challenges. An excellent understanding of the digital materials used and their application in teaching and learning • Project-management skills with the ability to focus on the bottom line, providing different strategies to complete tasks and projects • Ability to understand customers' needs and recommend ways to address in product plan • Interpersonal skills and with the ability to build relationships • Ability to manage a busy workload by prioritising urgent tasks while keeping all other aspects of the job under control to ensure deadlines are met according to business and customer needs 	<ul style="list-style-type: none"> • Conscientiousness, persistence and accuracy in compiling and maintaining market information, database records and forms • Demonstrates friendly, transparent, and proactive communication • Actively seeks solutions to problems that arise, questioning the status quo and willingness to take calculated risks • Adherence to Cengage policies and procedures and core competencies • Adherence to processes and maintain standards • Administrative skills and reduced errors in key documents, reviews own work for accuracy
Product review	30%	<ul style="list-style-type: none"> • Work closely with the writers in the development of their content and review assessment materials and learning materials to ensure materials meet internal standards and comply with industry standards. • Ensure that each project conforms to the outline discussed and documented in strategy. 	<ul style="list-style-type: none"> • Excellent written and spoken communication skills • Demonstrates initiative, completes tasks with energy, drive and focuses on the bottom line, pushes self and others for results 	<ul style="list-style-type: none"> • Product quality and customer feedback • A relentless focus on our customers • Meets deadlines • Timely delivery of content and products

		<ul style="list-style-type: none"> • Determine if product is acceptable with checks at various stages of development. • Manage the transmittal process of projects and liaising with Production to ensure clean and timely delivery of product. • Liaise closely with Production with respect to content quality, style and schedules. 	<ul style="list-style-type: none"> • Ability to build rapport • Proactive problem-solving with follow through • Meticulous attention to detail • Strategic thinker and good negotiations skills • Ability to follow policies and procedures and ensures others do the same • Makes good decisions based upon analysis, experience and judgement • Demonstrates flexibility, understands self and others' limits, can adapt and utilise different approaches in difficult situations to determine an outcome • Works conscientiously, persistently and accurately to ensure materials meet the needs of internal contacts and end users and are published on schedule 	<ul style="list-style-type: none"> • Reliability in communication and record maintenance • Demonstrates friendly, transparent, and proactive communication • Actively seeks solutions to problems that arise, questioning the status quo and willingness to take risks • Adherence to Cengage policies and procedures and Ethos • Effective working relationships demonstrating mutual respect and acknowledges diverse thoughts and backgrounds • Maintain standards • Setting the bar higher to achieve the best possible outcome
Sales and marketing strategy	10%	<ul style="list-style-type: none"> • Liaise with sales and marketing regarding marketing initiatives, campaigns, and sales materials to ensure successful go to market launches and market positioning. 	<ul style="list-style-type: none"> • Excellent communication skills • Strategic thinker • Presentation skills • An understanding of sales and marketing, business acumen 	<ul style="list-style-type: none"> • Meeting and conference attendance and active participation • Input into the sales and marketing strategy

<p>Team / Unit contribution; assisting others within the team to achieve overall objectives and set tone of cooperation</p>	<p>10%</p>	<ul style="list-style-type: none"> • Provide mentoring and technical help to colleagues. • Collaborate and share information and knowledge with colleagues. • Build, lead and work within multifunctional and diverse project teams when required to tackle business strategies and special projects. • Communicate and liaise with colleagues in the team and across other functional areas regularly. • Attend and actively participate in team meetings. • Update team members on the status of specific products as required. 	<ul style="list-style-type: none"> • Ability to organise detailed and complex information so that others are motivated to achieve desired outcomes • Communicates in a compelling and inspirational manner to motivate others to succeed, encouraging others to obtain, share, interpret and apply information • Understand colleagues' roles and tailors the communication to meet their needs and achieve desired outcomes • Contribute to discussion in a friendly, clear and open manner; demonstrates composure and patience towards others • Problem-solving abilities with keen attention to detail and follow through • Can work within a close-knit team, and able to be counted on and demonstrate a composed attitude throughout negotiations and projects 	<ul style="list-style-type: none"> • Stakeholder feedback • Success of special project, delivered on time and within budget • Team morale • Ability to work within a diverse team and team results • Minimal communication problems due to effective communication acknowledging diverse thoughts and backgrounds • Effective working relationship at all levels • Demonstrates friendly, transparent, and proactive communication • Shares information and knowledge with colleagues • Shows mutual respect for others • Embraces Cengage ethos and credo
<p>Continuous Improvement</p>	<p>5%</p>	<ul style="list-style-type: none"> • Support Continual Improvement processes throughout entire projects. • Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures with focus on product development guidelines. 	<ul style="list-style-type: none"> • Problem-solving abilities with keen attention to detail and follow through • Strong understanding of text and digital product development and production processes 	<ul style="list-style-type: none"> • Continuous improvement and improved efficiency • Self-initiated training and development of knowledge

		<ul style="list-style-type: none"> • Share and facilitate implementation of outcomes of process enhancements with colleagues. • Keep abreast with the continual change in technology developments and share knowledge with manager and team. • Actively seek opportunities to extend and enhance personal knowledge and skills in order to better support customers and colleagues. 	<ul style="list-style-type: none"> • A willingness to support and help others • Ability to use initiative and take responsibility 	<ul style="list-style-type: none"> • Demonstrated initiative for issue resolution and new ideas to add value to users • Participation and contribution of processes improvement projects • A positive attitude to problem-solving questioning the status quo and willingness to take calculated risks
Workplace Health and Safety	5%	<ul style="list-style-type: none"> • Be aware of duty of care and act in a safe manner. • Ensure all company WH&S policies and procedures are adhered to. • Be familiar with property security, first aid and fire emergency procedures. • Report any hazardous situations, incidents or accidents and take immediate action if applicable to reduce risk of injury. • Participate in WH&S investigations when required. 	<ul style="list-style-type: none"> • Ability to follow policies and procedures • Ability to use initiative and take responsibility • WH&S aware • Analytical and problem-solving abilities 	<ul style="list-style-type: none"> • Adherence to WH&S policies and procedures • Increased WH&S awareness • A positive attitude to WH&S • Reduction of number of WH&S incidents

Direct reports: Nil

Main contacts:

Internal: Business Alliance Manager; Sales Manager - VET; Portfolio Lead, VET; Head of Sales and Marketing – HE and VET; Vice President – HE; Product Managers – VET; HE Marketing team; VET Sales team; Business Development and Systems Manager; Sales Systems Coordinator; Digital Partnerships Managers; GPM production and permissions team; Payroll/Contracts and Copyright Manager

External: Writers, SMEs, TAFE/RTO Managers; owners; Directors; executive and administrative staff

Education/Qualifications/Experience:

Tertiary education

A Certificate IV in Training and Assessment (TAE40116) or higher, and relevant experience in learning and assessment design, online education, or adult education

Proven experience working in the VET Sector

Demonstrated experience of learning and assessment design within National Quality Framework

Demonstrated experience developing for face-to-face, blended, digital and online delivery

Strong online learning/assessment design and development skills, including storyboarding, for nationally accredited VET courses and non-accredited courses

Demonstrated experience of unpacking VET training packages to a high standard

Supervisory experience

Police check

Our Ethos:

Put Learning First: We accelerate new ways of lifelong learning for everyone, including ourselves, with a relentless focus on our customers	Embrace the Unknown: We question the status quo and take calculated risks to transform how the world learns. We are resilient and audacious	Set the Bar Higher: We challenge others, and we challenge ourselves even more. We are always improving and never satisfied. We are unstoppable	Do More Together: We are powered by people with diverse thoughts and backgrounds. We collaborate to create a whole that is stronger than the individual parts.	Be Candid: We take ownership of everything we do and treat each other with mutual respect. We are transparent because we see problems as opportunities to improve.
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