

POSITION DESCRIPTION



Name:

Job title: Content Developer

Date: July 2019

Department: Publishing, Higher Education

Reports to: Content Development Manager

Basic purpose:

The Content Developer, in conjunction with the Content Development Manager, manages the product development process of key selected Higher Education products. This role involves following a set of product development and research guidelines outlining core milestones and communication goals that must be met.

This role also manages the academic review process, maximising strategic relationships with key parties, ensuring market focused product packages are delivered to production that meets sales and quality targets.

Principal accountabilities:

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Product development guidelines	30%	<ul style="list-style-type: none"> Implement the product development process for assigned titles and resource packages. Participate in the project/author/production planning meetings discussing key market and production issues, marketing objectives, sales targets and due dates with the content management team. Strategically select reviewers and engage the reviewers for assigned titles in consultation with the Content Manager to ensure content is customer focussed. Assist with in-depth market research programs necessary for the preparation of new editions and new projects. 	<ul style="list-style-type: none"> Knowledge of Higher Education market throughout Australia, including trends in use of digital material An excellent understanding of the digital used and its application in teaching and learning Ability to commission quality educational content and manage author teams Ability to understand customer's needs and recommend ways to address in product plan Excellent written and spoken communication skills 	<ul style="list-style-type: none"> Quality product that meets student and educator needs Market and competition awareness Market research outcomes integrated into products Has a customer-first focus, putting learning first Meets deadlines Conscientiousness, persistence and accuracy in compiling and maintaining market information, database records and forms

		<ul style="list-style-type: none"> • Strategically select resource authors and contributing authors and facilitate their engagement by initiating letters of agreement (assignment of copyright). • Ensure that digital requirements outlined through planning is integrated as appropriate and/or produced. • Communicate key product and market developmental issues to colleagues and authors. • Liaise with corresponding colleagues in the US on key product development issues where possible. • Any other duties as required by the Content Development Manager or Head of Content Management. 	<ul style="list-style-type: none"> • Highly developed research skills • Business acumen • Knowledge of learning design with emphasis on digital learning solutions that address customer workflow and learning challenges • Excellent organisational and project management skills • Interpersonal skills and with the ability to build relationships • Strategic thinker and good negotiations skills • 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"> • Demonstrates friendly, transparent, and proactive communication • Actively seeks solutions to problems that arise, questioning the status quo and willingness to take calculated risks • Suitability of reviewers • Adherence to Cengage policies and procedures and core competencies • Effective working relationships • Adherence to processes and maintain standards • Author retention and suitability for each project • Administrative skills and reduced errors in key documents, reviews own work for accuracy
Content development and review	30%	<ul style="list-style-type: none"> • Work closely with the authors in the development of their content and to review content progressively during writing to ensure they meet with market needs in terms of coverage, quality and approach. • Ensure that each project conforms to the outline discussed and documented in Proposals. • Determine if content is acceptable and, in some instances, commission technical editors or personally edit/check the material at various stages of development or production. • Initiate and prepare text and other relevant briefs for assigned titles. • Manage the transmittal process of assigned titles and liaising with Production to ensure clean and timely delivery of content. 	<ul style="list-style-type: none"> • Excellent written and spoken communication skills • Excellent understanding of text and digital product development and production processes • Knowledge of learning design with emphasis on digital learning solutions that address customer workflow and learning challenges • Interpersonal skills and with the ability to build effective professional relationships with a wide range of people • Ability to build rapport 	<ul style="list-style-type: none"> • Content quality • Has a customer-first focus, putting learning first • Meets deadlines • Timely delivery of content and products • Works conscientiously, persistently and accurately to ensure materials meet the needs of internal contacts and end users and are published on schedule • Reliability in communication and record maintenance

		<ul style="list-style-type: none"> • Liaise closely with Production with respect to content quality, style, schedules and design. 	<ul style="list-style-type: none"> • Proactive problem-solving with follow through • Meticulous attention to detail • Strategic thinker and good negotiations skills • Ability to follow policies and procedures • Analytical skills and proactive problem-solving with good follow through • Ability to manage and prioritise own workload to ensure deadlines are met 	<ul style="list-style-type: none"> • Demonstrates friendly, proactive communication • Actively seeks solutions to problems that arise, questioning the status quo and willingness to take risks • Embraces Cengage core values, ethos and credo • Adherence to Cengage policies and procedures • Effective working relationships, demonstrating mutual respect and acknowledges diverse thoughts and backgrounds • Maintain standards
Sales and marketing strategy	10%	<ul style="list-style-type: none"> • Liaise with sales and marketing regarding marketing initiatives, campaigns, adoption targets and sales materials to ensure successful launches and market positioning. • Attend sales calls with sales representatives and attend biannual sales conferences. 	<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
Communication and teamwork	10%	<ul style="list-style-type: none"> • 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 titles as required. 	<ul style="list-style-type: none"> • Excellent interpersonal skills and the ability to work within a close-knit team and build relationships with key contacts throughout the organisation • Excellent communication skills • Ability to listen and understand publishing, production and sales aims • Contribute to discussion in a friendly, clear manner 	<ul style="list-style-type: none"> • Demonstrates friendly, transparent, and proactive communication • Shares information and knowledge with colleagues • Shows mutual respect for others • Embraces Cengage values ethos and credo • Ability to work within a team and respect diverse thoughts and backgrounds

Continuous Improvement	10%	<ul style="list-style-type: none"> • Support Continual Improvement processes throughout the entire project including supporting Content Managers with the audit process when required. • Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures. • 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"> • Problem-solving abilities with keen attention to detail and follow through • A willingness to support and help others • Ability to use initiative and take responsibility 	<ul style="list-style-type: none"> • Continuous improvement and improved efficiency • Self-initiated training and development of knowledge • 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 risks
Workplace Health and Safety	10%	<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: Content Development Manager, Head of Content Management, content developers, senior content managers, content managers, sales managers, Head of Marketing, HE marketing team, HE sales team, Team Lead – Higher Education, senior project editors, project editors, production controllers, GPM creative team, Contracts and Copyright Manager, Permissions Research Manager, content management assistants

External: Authors, academic contacts, freelance editors

Education/Qualifications/Experience:

Tertiary education

Experience in the Higher Education industry preferred

Preferred – experience working with learning content

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.