

POSITION DESCRIPTION



Name:

Job title: Content Developer

Date: May 2022

Department: Global Product Management

Reports to: Team Lead HE/VET

Basic purpose:

The Content Developer manages the content development process of key selected Higher Education (HE/VET) and Secondary 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 liaises with divisional portfolio and product owners, project managers, platform, permissions and creative teams in ensuring market focused product packages that meet customer value and quality expectations.

Principal accountabilities:

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Project-manage Secondary, Higher Education and VET print and digital products	25%	<ul style="list-style-type: none"> Work closely with the Team Lead HE/VET to prepare clear and reliable briefing documents for designers and platform developers. 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 and engage freelancers for assigned titles to ensure content is customer focussed. Communicate key product and market developmental issues to colleagues and authors. Communicate regularly with the Team Leads and key stakeholders on the status of projects. 	<ul style="list-style-type: none"> Proven and excellent editorial skills Knowledge of Secondary Education and HE/VET market throughout Australia, including trends in use of digital material Understanding user expectations and current conventions of print and digital products An understanding of the digital used and its application in teaching and learning Ability to commission quality educational content and manage author teams 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 A relentless focus on our customers Meets deadlines Conscientiousness, persistence and accuracy in compiling and maintaining market information, database records and forms Suitability of reviewers Effective working relationships

		<ul style="list-style-type: none"> Attend cross-functional Work in Progress meetings and provide updates on progress for each title. Participate in supporting activities such as: resolving customer-facing errors, developing process efficiencies, team building, maintaining documentation, etc. Any other duties as required by the Team Lead- HEV or the Lead Learning Design Content Development (LLDCD). 	<ul style="list-style-type: none"> Ability to understand customer's needs and recommend ways to address in product plan Ability to problem-solve and manage complex and/or numerous projects to an agreed timeline Good judgement and timely decision-making to prioritise work and effort Highly developed research skills Business acumen Basic knowledge of the principles 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"> Actively seeks solutions to problems that arise, questioning the status quo and willingness to take calculated risks Demonstrates friendly, transparent, and proactive communication Adherence to Cengage policies and procedures and core competencies 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	25%	<ul style="list-style-type: none"> Work closely with Product teams in the development of content to ensure products meet market needs in terms of coverage, quality and approach. Ensure that each project conforms to the outline discussed and documented in proposals. Commission non-core authors/resource content providers. 	<ul style="list-style-type: none"> Excellent written and spoken communication skills Excellent understanding of text and digital product development and production processes Ability to build rapport 	<ul style="list-style-type: none"> Content quality A relentless focus on our customers Meets deadlines Timely delivery of content and products Demonstrates friendly, proactive communication

		<ul style="list-style-type: none"> • Initiate and prepare text and other relevant briefs for assigned titles. • 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. • Manage the transmittal process of content and liaise with Production and Platform teams to ensure clean and timely delivery of content. • Liaise closely with Production and Platform teams with respect to content quality, style, schedules and design. • Work with Team Lead HEV and LLDCD to ensure adherence to Cengage Quality of Learning Principles (personalisation, inclusion, authenticity, intentionality). 	<ul style="list-style-type: none"> • Basic knowledge of the principles 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 • 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"> • 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 • Actively seeks solutions to problems that arise, questioning the status quo and willingness to take risks • Adherence to Cengage policies and procedures • Effective working relationships, demonstrating mutual respect and acknowledges diverse thoughts and backgrounds • Maintain standards
Technical duties	25%	<ul style="list-style-type: none"> • Apply Cengage's Quality of Learning principles (personalisation, inclusion, authenticity, intentionality) when writing and editing content that is in line with those quality of learning expectations. • Evaluate content provided for pedagogical and learning appropriateness. • Brief content providers on Cengage content standards and authoring template/tools. • Ensure content and Learning Objectives follow the content plan. • Keep abreast of pedagogical and technological developments in the field of educational publishing. 	<ul style="list-style-type: none"> • Proven and excellent content writing skills • Negotiation and interpersonal skills with the ability to build relationships • Understand colleagues' roles and tailor the communication meets their needs and achieve desired outcomes • Ability to visualise design outcomes and anticipate problems when giving editorial instructions 	<ul style="list-style-type: none"> • Customer-first focus, putting learning first • Author relationship • Accuracy • A positive attitude to problem-solving questioning the status quo and willingness to take calculated risks • Projects delivered on time and within budget and to standard • Ability to build rapport and mutual respect

			<ul style="list-style-type: none"> • Ability to identify the key issues in complex situations, apply good judgment and timely decision-making to prioritise work and effort • Ability to prioritise urgent tasks, and keep all aspects of the job under control • Excellent knowledge of English grammar • Knowledge of current book and multimedia production technology and procedures 	
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 projects as required. • Accurately estimate, plan, and communicate with team members and managers on work and project progress to ensure deliverables are met. • Train, assist, and guide other team members in developing high quality learning and teaching content. • Proactively identify and suggest areas for change or improvement within the department, as well as the project team. • Share knowledge and expertise in the development of high-quality content with team members. 	<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. 	<ul style="list-style-type: none"> • Problem-solving abilities with keen attention to detail and follow through • A willingness to support and help others 	<ul style="list-style-type: none"> • Continuous improvement and improved efficiency • Self-initiated training and development of knowledge

		<ul style="list-style-type: none"> 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 to better support customers and colleagues. 	<ul style="list-style-type: none"> 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 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: Team Lead HEV, Lead Learning Design Content Development, HE and Secondary Content teams, GPM Creative, production controllers, permission researchers, Finance

External: Authors, teachers, curriculum officers, freelance editors, proof-readers, designers, illustrators, indexers, answer checkers

Education/Qualifications/Experience/Certificates:

- Appropriate tertiary qualification
- Experience in a commercial educational publishing role preferable
- Teaching experience or a teaching qualification would be an advantage
- Proven editorial experience, preferably in educational publishing
- Working with Children check

Our Ethos:

<p>Put Learning First: We accelerate new ways of lifelong learning for everyone, including ourselves, with a relentless focus on our customers</p>	<p>Embrace the Unknown: We question the status quo and take calculated risks to transform how the world learns. We are resilient and audacious</p>	<p>Set the Bar Higher: We challenge others, and we challenge ourselves even more. We are always improving and never satisfied. We are unstoppable</p>	<p>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.</p>	<p>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.</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------