

POSITION DESCRIPTION



Name: tbc

Job title: Content Developer - School

Date: April 2024

Department: ANZ Shared Services

Reports to: Team Lead Secondary

Basic purpose:

The Content Developer – School manages the content development process of key selected Secondary education products. This role involves planning, creating, and developing education material for Key Portfolios resources by 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 print and digital products	25%	<ul style="list-style-type: none">• Work closely with the Team Lead Secondary 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 Product teams.• 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 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 technology used and its application in teaching and learning• Ability to commission quality educational content and manage author teams• Excellent written and spoken communication skills• Strategic thinker and good negotiations 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 Secondary or the Head of Learning Design and Content Development. 	<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 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"> 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. Initiate and prepare text, assessment, and other relevant briefs for assigned titles. Initiate and prepare content plans for assigned projects. 	<ul style="list-style-type: none"> Excellent written and spoken communication skills Excellent understanding of text and digital product development and production processes Analytical skills, meticulous attention to detail, proactive problem-solving with follow through Ability to follow policies and procedures 	<ul style="list-style-type: none"> Content quality A relentless focus on our customers Meets deadlines Timely delivery of content and products Reliability in communication and record maintenance Demonstrates friendly, proactive communication Adherence to Cengage policies and procedures

		<ul style="list-style-type: none"> • 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 Secondary 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 • Strategic thinker and good negotiations skills • 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 • Actively seeks solutions to problems that arise, questioning the status quo and willingness to take risks • 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. • Craft and deliver constructive feedback to external vendors and authors. • Brief content providers on Cengage content standards and authoring template/tools. • Ensure content and Learning Objectives follow the content plan. • Perform quality assurance checks on assessment material related to the Key Portfolios subject areas • Keep abreast of pedagogical and technological developments in the field of educational publishing. 	<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 • Knowledge of current book and multimedia production technology and procedures • 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 • Proven and excellent content writing skills 	<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 prioritise urgent tasks, and keep all aspects of the job under control 	
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. 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. Share existing knowledge with the LDCD team and provide advice around inclusion and treatment of Aboriginal and Torres Strait Islander content. 	<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	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
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Main contacts:

Internal: Team Lead Secondary, Learning Design and Content Development team, Head of Portfolios, HE and Secondary product management teams, Director - Creative, Content Managers, permission researchers, Finance, technical product managers

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

Education/Qualifications/Experience/Certificates:

- Appropriate tertiary qualification
- Experience in education areas related to the Key Portfolios subject matters e.g. legal studies, health, cultural safety, design, technology
- Experience in a commercial educational content role preferable
- An interest and/or experience in learning design and eLearning is desirable
- Working with Children check preferable

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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