

## POSITION DESCRIPTION



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**Name:****Job title:** Team Lead-Higher Education / VET (HEV)**Date:** October 2021**Department:** Global Product Management (GPM)**Reports to:** Lead Learning Design Content Development

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**Basic purpose:**

The Team Lead-Higher Education/VET (HEV), in conjunction with the Lead Learning Design Content Development, will manage the product development process of Higher Education and Vocational titles and accompanying resources. This role involves following a set of product development guidelines outlining core milestones and communication goals that must be met.

This role will also handle the review process of product development guidelines, maximising strategic relationships with key parties, ensuring market focused products and resources that meet customer value and quality expectations are delivered to production.

The Team Lead-HEV oversees the day-to-day activities, training and development of all direct reports.

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**Principal accountabilities:**

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Product development guidelines	15%	<ul style="list-style-type: none"><li>• Implement the product development process for assigned titles and resource packages.</li><li>• Participate in the project/author/production planning meetings discussing key market and production issues, marketing objectives, and due dates with the content management team.</li><li>• Strategically select reviewers and engage the reviewers for assigned titles in consultation with the Lead Learning Design Content Development to ensure content is customer focussed.</li><li>• Ensure that digital requirements outlined through planning are produced and integrated as appropriate.</li><li>• Communicate key product and market developmental issues to colleagues and authors.</li></ul>	<ul style="list-style-type: none"><li>• Knowledge of Higher Education/ VET market throughout Australia, including competition, product developments and trends in use of digital material</li><li>• An excellent understanding of the digital and the application of teaching issues</li><li>• Knowledge of learning design with emphasis on digital learning solutions that address customer workflow and learning challenges</li></ul>	<ul style="list-style-type: none"><li>• Quality product that meets student and educator needs</li><li>• Market and competition awareness</li><li>• Market research outcomes integrated into products</li><li>• Has a relentless customer-first focus</li><li>• Meets deadlines</li><li>• Demonstrates friendly, transparent, and proactive communication</li></ul>

		<ul style="list-style-type: none"> <li>• Liaise with corresponding colleagues in the US on key product development issues where possible.</li> <li>• Liaise with corresponding Team Lead Secondary and School colleagues on resourcing, product development issues, insights and learnings.</li> <li>• Liaise with sales and marketing regarding marketing initiatives, campaigns, adoption targets and sales materials to ensure successful launches and market positioning.</li> <li>• Attend and participate in sales conferences.</li> <li>• Work with Lead LDCD to ensure adherence to Cengage Quality of Learning Principles (personalisation, inclusion, authenticity, intentionality).</li> <li>• Any other duties as required by the Lead Learning Design Content Development.</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic thinker and good negotiation skills</li> <li>• Ability to make objective, sound, market-informed and data-driven decisions for the good of the overall division</li> <li>• Ability to commission content and manage author teams</li> <li>• Excellent written and spoken communication skills</li> <li>• Strategic thinker</li> <li>• Highly developed research skills</li> <li>• Excellent organisational and project management skills</li> <li>• Interpersonal skills and with the ability to build relationships</li> <li>• Business acumen</li> <li>• Ability to manage a busy workload by prioritising urgent tasks while keeping all other aspects of the job under control</li> </ul>	<ul style="list-style-type: none"> <li>• Suitability of reviewers</li> <li>• Conscientiousness, persistence and accuracy in compiling and maintaining market information, database records and forms</li> <li>• Actively seeks solutions to problems that arise</li> <li>• Adherence to Cengage policies and procedures and core competencies</li> <li>• Effective working relationships, shows mutual respect for others and acknowledges diverse thoughts and backgrounds</li> <li>• Adherence to processes and maintain standards</li> <li>• Author retention and suitability for each project</li> </ul>
Content development and review	25%	<ul style="list-style-type: none"> <li>• Project-manage own HEV print and digital products.</li> <li>• 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.</li> <li>• Ensure that each project conforms to the outline discussed and documented in proposals.</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent written and spoken communication skills</li> <li>• Excellent understanding of text and digital product development and production processes</li> <li>• Interpersonal skills and with the ability to build relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Content quality</li> <li>• Has a relentless customer-first focus</li> <li>• Meets deadlines</li> <li>• Timely delivery of content and projects</li> <li>• Reliability in communication and record maintenance</li> <li>• Effective working relationships</li> </ul>

		<ul style="list-style-type: none"> <li>• Determine if the content is acceptable and, in some instances, commission technical editors or personally edit/check the material at various stages of development or production.</li> <li>• Initiate and prepare text and other relevant briefs for assigned titles.</li> <li>• Manage the transmittal process of assigned titles and liaising with Production to ensure clean and timely delivery of content.</li> <li>• Liaise closely with Production with respect to content quality, style, schedules and design.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of learning design with emphasis on digital learning solutions that address customer workflow and learning challenges</li> <li>• Ability to build rapport</li> <li>• Proactive problem-solving with follow through</li> <li>• Meticulous attention to detail</li> <li>• Ability to follow policies and procedures</li> <li>• Analytical skills and proactive problem-solving with good follow through</li> <li>• Ability to manage and prioritise own workload to ensure deadlines are met</li> </ul>	<ul style="list-style-type: none"> <li>• Works conscientiously, persistently and accurately to ensure materials meet the needs of internal contacts and end users and are published on schedule</li> <li>• Demonstrates friendly, transparent, and proactive communication</li> <li>• Actively seeks solutions to problems that arise</li> <li>• Adherence to Cengage policies and procedures and core competencies</li> <li>• Maintain standards</li> </ul>
Communication and teamwork	10%	<ul style="list-style-type: none"> <li>• Communicate and liaise with colleagues in the team and across other functional areas regularly.</li> <li>• Attend and actively participate in team meetings.</li> <li>• Update team members on the status of specific titles as required.</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent interpersonal skills and the ability to work within a close-knit team</li> <li>• Excellent communication skills</li> <li>• Ability to listen and understand publishing, production and sales aims</li> <li>• Contribute to discussion in a friendly, clear manner</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrates friendly, transparent, and proactive communication</li> <li>• Shows mutual respect for others</li> <li>• Embraces Cengage ethos and credo</li> <li>• Collaboration, sharing ideas and learning in a team environment, challenging ourselves and others</li> </ul>
Lead, develop and mentor staff to maximise the effectiveness of the team	25%	<ul style="list-style-type: none"> <li>• Provide mentoring and technical help to direct reports.</li> <li>• Manage and monitor self and direct reports' workloads and prioritise schedules.</li> <li>• Recruit, train and facilitate multi-skilling of team.</li> <li>• Set goals and conduct performance appraisals in a timely manner.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to manage and monitor workflow to meet deadlines</li> <li>• Provides strong leadership and guidance for staff</li> <li>• Ability to set standards for performance</li> </ul>	<ul style="list-style-type: none"> <li>• Open door communication policy</li> <li>• Quarterly Checkpoints and ongoing feedback as required (including Career Development)</li> <li>• Embraces Cengage ethos and credo</li> </ul>

		<ul style="list-style-type: none"> <li>• Ensure direct reports have the appropriate training and resources to perform their job efficiently.</li> <li>• Provide guidance and clear direction to direct reports. Be available to direct reports for queries; and to assist with problem-solving and issue resolution.</li> <li>• Schedule regular meetings with your direct reports and monitor progress on deliverables and goals.</li> <li>• Counsel and proactively engage with direct reports and stakeholders to resolve issues promptly; elevate appropriately to management and HR.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to manage self and others to achieve results.</li> <li>• Ability to provide feedback</li> <li>• Effectively coach and foster an environment of continuous improvement by positive role modelling and collaboration</li> <li>• Provides appropriate development training and support for staff</li> <li>• Excellent listening and communication skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Conflict resolution</li> <li>• Morale of the team</li> <li>• Staff turnover and reasons for turnover</li> <li>• Culture of high performance within the team, challenges others to achieve desired outcomes</li> <li>• Minimal communication problems due to effective communication demonstrating mutual respect and acceptance of diverse thoughts and backgrounds</li> <li>• Drive the accomplishment of overall goals with a focus on key front-list.</li> <li>• Effectively performance manage non-performing staff as required</li> <li>• Staff training</li> </ul>
Continuous Improvement	20%	<ul style="list-style-type: none"> <li>• Actively handle and seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures with focus on product development guidelines.</li> <li>• Ensure all changes to the processes are updated, documented and communicated to all stakeholders.</li> <li>• Share and facilitate implementation of outcomes of process enhancements with colleagues</li> <li>• Ensure all key processes have at least one critical quantifiable metrics (KPIs) and monitor the metrics using some visual management chart.</li> </ul>	<ul style="list-style-type: none"> <li>• Problem-solving abilities with keen attention to detail and follow through</li> <li>• Excellent understanding of text and digital product development and production processes</li> <li>• A willingness to support and help others</li> <li>• Ability to manage projects to completion</li> <li>• Conscientious and keen sense of responsibility</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous improvement and improved efficiency</li> <li>• Self - initiated training and development of knowledge</li> <li>• Demonstrated initiative for issue resolution and new ideas to add value to users</li> <li>• Participation and contribution of processes improvement projects</li> <li>• Effectiveness of processes, policies and procedures</li> </ul>

		<ul style="list-style-type: none"> <li>• Keep abreast with the continual change in technology developments and share knowledge with colleagues.</li> <li>• Actively seek opportunities to extend and enhance personal knowledge and skills in order to better support customers and colleagues.</li> <li>• Build, lead and work within multifunctional and diverse project teams when required to tackle business strategies and special projects.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrated customer focussed knowledge and perspective</li> <li>• Analytical and problem-solving abilities</li> <li>• Ability to lead by example</li> <li>• Ability to use initiative and take responsibility</li> </ul>	<ul style="list-style-type: none"> <li>• A positive attitude to problem-solving questioning the status quo and willingness to take calculated risks</li> <li>• Successfully completed projects</li> </ul>
Workplace Health and Safety	5%	<ul style="list-style-type: none"> <li>• Ensure self and direct report(s) are aware of duty of care and act in a safe manner.</li> <li>• Ensure all company WH&amp;S policies and procedures are adhered to.</li> <li>• Be familiar with property security, first aid and fire emergency procedures.</li> <li>• Report any hazardous situations, incidents or accidents and take immediate action if applicable to reduce risk of injury.</li> <li>• Participate in WH&amp;S investigations when required.</li> <li>• Assist in WH&amp;S audits if requested and take action when required.</li> <li>• Support and assist in rehabilitation and Return to Work programs when necessary.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to follow policies and procedures</li> <li>• WH&amp;S aware</li> <li>• Conscientious and keen sense of responsibility</li> <li>• Analytical and problem-solving abilities</li> <li>• Ability to lead by example</li> </ul>	<ul style="list-style-type: none"> <li>• Adherence to WH&amp;S policies and procedures</li> <li>• Increased WH&amp;S awareness</li> <li>• A positive attitude to WH&amp;S</li> <li>• Reduction of number of WH&amp;S incidents</li> <li>• Results of work area WH&amp;S audits</li> <li>• Sets example for direct reports</li> <li>• A positive attitude to WH&amp;S</li> <li>• A positive attitude to problem-solving</li> </ul>

**Direct reports:** Content developers (4)

**Main contacts:**

Internal: Lead Learning Design Content Development, content developers, portfolio leads, product managers, Head of Sales and Marketing, HE sales and marketing teams, Acting Team Lead-Secondary, Production team, Creative team, Permissions team, Human Resources

External: Authors, academic contacts, freelance editors

**Education/Qualifications/Experience:**

Tertiary education/ Relevant qualification or equivalent work experience  
 Proven management experience  
 Higher Education or VET publishing experience preferred  
 Preferred - several years' experience editing manuscripts preferably college textbooks  
 Working with children or Police check

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**Our Ethos:**

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