## Section 1
### Role Overview

<table>
<thead>
<tr>
<th>Job title:</th>
<th>Content Designer (3 posts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacancy reference:</td>
<td>3393</td>
</tr>
<tr>
<td>Professional Service Unit/Department:</td>
<td>Student Experience</td>
</tr>
<tr>
<td>Job type:</td>
<td>Full time Fixed Term Contract for 12 months</td>
</tr>
<tr>
<td>Hours of work:</td>
<td>37 hours per week, normally worked Monday to Friday. Flexible working will be considered.</td>
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<tr>
<td>Salary details:</td>
<td>Salary level 5 – range £33,309 to £37,127 per annum with additional performance related pay up to £46,409 per annum</td>
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<tr>
<td>Line Manager:</td>
<td>Lorraine Bell - Head of TEL</td>
</tr>
<tr>
<td>Start date:</td>
<td>As soon as possible</td>
</tr>
<tr>
<td>Closing date for applications:</td>
<td>27 August 2020</td>
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Section 2
About Cranfield University

As the UK’s only exclusively postgraduate university, Cranfield’s world-class expertise, large-scale facilities and unrivalled industry partnerships is creating leaders in technology and management globally. Cranfield’s distinctive expertise is in our deep understanding of technology and management and how these work together to benefit the world.

Find out more about Cranfield, our history, and our rankings and awards [here](#).

Corporate Plan (415i)

Our corporate plan is designed to raise the ambition and enhance the distinctiveness of our University through our people (staff, students and alumni), the industry partners we work with and our unrivalled research facilities. To strengthen our distinctive position in higher education and to grow our University, we have raised our ambition through our 415i goals:

- 4 - 400 fully research-active staff
- 1 - deliver a UK top 10 learning experience
- 5 - achieve a 5% operating surplus
- i - impact, influence, international

What we value

We value ambition, impact, respect and community. These values inform how we work together and our relationships with our partners and students. We believe that success is not only about what we achieve, but how we achieve it. Our values help to define who we are, guide the way we work together and help to shape our decisions. Our shared values were developed with the active engagement of colleagues across the University:

[www.cranfield.ac.uk](http://www.cranfield.ac.uk)
Ambition – We aim high. We do all we can to achieve excellence.

Impact – We change people’s lives. We make the world a better place.

Respect – We value everyone’s expertise. We support each other.

Community – We build and cherish our Cranfield community. We embrace diversity.

Our shared, stated values help to define who we are and underpin everything we do. Find out more here.

Section 3

About the Student Experience Professional Service

The academic activity of the University is supported by a wide range of professional service units (PSUs) and departments. The Student Experience PSU is focused, innovative and committed to enhancing the experience of our students. The PSU itself brings together a number of essential student services such as: Library, Student Advice Centre, Technology Enhanced Learning, Centre for Andragogy and Academic Skills, Careers, Masterships and the Student Association. These key service areas work to ensure an increasingly collaborative and focused approach to enhancing the student experience at Cranfield.

About the Technology Enhanced Learning (TEL) Team

The Technology Enhanced Learning (TEL) team, work in collaboration with university staff providing advice and facilitation on learning design, content design and Virtual Learning Environments. TEL aim to ensure high quality learning design and materials enhance the student experience for each module and course.

Organisational Chart
Section 4
Job Details

Job Purpose

The purpose of the job is to proactively work with learning design colleagues, developing and producing innovative, engaging and accessible learning content solutions to meet both live and self-paced learning as required. The role is pivotal to the TEL teams’ operations, ensuring resources both within the team and across the University are enabled to develop their self-paced learning content to support live online and face-to-face teaching and learning.

A large element of the job is to support the University learning designers in their ability to explore and enter new markets, both geographically and to new prospects. The team and in turn this role will directly enable the Schools to follow the latest learning trends and practices, ensuring the University content is visible in the relevant online environments where our customers would expect to find us.

In order to develop specialist knowledge of courses and subject areas, each post will be embedded within one of the three schools on the Cranfield campus – School of Management (SoM), School of Aerospace, Transport and Manufacturing (SATM) and School of Water, Energy and Environment (SWEE).

Key Deliverables

<table>
<thead>
<tr>
<th>Description of Deliverables</th>
<th>% of time</th>
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<tbody>
<tr>
<td>1 Work with learning designers, TEL colleagues and where required, academic staff to produce innovative, engaging and accessible self-paced learning content across a wide range of mediums. These include graphics, motion graphics, videos, video production including green screen, audio production, digital documents and interactive HTML-based (H5P) content for use across various taught courses, open programmes and other relevant channels.</td>
<td>60</td>
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<tr>
<td>2 Analyse in detail content production requests and fully understand all issues and requirements. Utilise expertise to horizon scan, problem solve and explore appropriate options for content design, production and delivery.</td>
<td>15</td>
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<tr>
<td>3 Plan, agree, manage and effectively communicate with all stakeholders and contributors the various stages of content production. Taking into account the strategic priorities of the university, workloads and skills necessary to deliver multiple parallel projects and associated tasks.</td>
<td>10</td>
</tr>
<tr>
<td>4 Review and evaluate new and existing content, technologies and production processes. Engage in reflective reviews taking into account feedback from learning designers, academics and learners to constantly improve content where necessary. Effectively communicate recommendations to all levels and aid implementation of solutions where necessary to improve content creation processes and enhance the teaching and learning experience.</td>
<td>10</td>
</tr>
<tr>
<td>5 To lead learning content and delivery projects across the University, building capability through knowledge share and training within the faculty and business support staff.</td>
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Planning and organising

The TEL team work to support the strategy of the University and the Corporate Plan, 415i, it is with particular focus on the 10 and i.

The goals are clearly communicated via regular team review meetings and individual objectives via the yearly PDR process and six-month reviews on progress that are in place.

Due to the nature of programme requirements the TEL team react to meet immediate and perhaps sometimes unplanned objectives to fulfil the emerging business requirements. The Content Designer will undertake the development and production of various learning content assets based on guidance and requests from learning designers and colleagues and where required directly from academics and/or staff. The role will also require utilising resources outside of the TEL team, such as the Media Studio and at times external resources who also need to be scheduled into the agreed timescales, requiring strong project management and co-ordination skills.

To be aware of the organisational strategy and the development of the TEL strategies in accordance with the overall organisation needs and requirements.

Future planning for content design and development provision of relevant software/hardware liaising with the relevant parts of the School’s for their requirements. Keeping the budget holder informed to ensure budget provision is correct.

Communicating and influencing

The Content Designer will support the work of the TEL team and their respective school, liaising daily with the learning designer. Working with external clients and suppliers may also be required dependant on the project requirements.

It is important that the Content Designer develops a strong network of colleagues within the school in which they are embedded in order to be efficient and effective within the role. Confident and creative presentation skills are vital to capture people’s vision and communicate systems, processes and general information appropriately.

Problem solving

Problems encountered within the role are typically focused around the multi-tasking nature of the projects. As the TEL team are required to support the academic calendar of programmes as well as Open Programmes, allocating resource, to the changing business requirements and their prioritisation can be a challenge.

Demands are put on the TEL team as the nature of business is constantly changing with its various learners. The role therefore is often required to negotiate with colleagues on priorities for work to be completed and then allocating and prioritising their workload accordingly.

Due to historically there being a limited amount of rich content being produced the role has potential to work across the University. The role will demand working with learning designers and academics to translate and develop their ideas and designs into the most appropriate learning materials for use across various courses, programmes and channels. As technologies develop the type/amount of support will need continuous reviewing to ensure the most suitable and cost-effective technologies are being utilised.
With the vast number of solutions available to developing self-pace learning content, the post holder will be required to be proactive in reviewing current technology and practices, providing recommendations where necessary. Academic skills gaps with any new technologies or software implemented would need to be identified and measures put in place to build capability.

The individual will need to work collaboratively with the TEL teams stakeholders, finding the most effective ways of taking academics and support staff through the changes to more digital learning content provision.

At times solutions are requested to support client or research-based projects that are not able to use the standard technologies but are required promptly. These projects usually have complex requirements meaning that many of our technology solutions need to be brought together and frequently new ones investigated. These require liaising with the colleagues and learning designers to ensure a smooth design and delivery within budget and timescale.

The post holder will be increasingly asked to provide bespoke solutions to support events being in various locations around the world to support learning, research and management activities, ensuring that the solutions developed are suitable to run in all locations and by all users is often a challenge.

**Decision making**

**I) Decisions you will take without reference to others**

Largely manage their own work and make independent decisions regarding the scheduling and production of TEL materials.
Project work requiring input from other specialists. Reference to a manager only if complex problems arise.

**II) Decisions you will refer to your manager/colleagues**

Suggested changes to the strategic direction.
Projects requiring budget for new software or other purchases.

**Guiding framework**

The role as with all staff/students on campus has IT policies and procedures. Ensuring the TEL team complies with Health and Safety policies, the WEEE act (disposal of IT equipment) and the University Human Resources system and the University Finance manual.

**Impact**

The Content Designer will design and produce innovative, engaging and accessible learning content to support teaching and enhance the student experience. The role will be an advocate for the work of the TEL team and its innovative approach to content material generation.

Within the Institution:
Provide advice on the latest content design methods, techniques and innovations. The role will work alongside learning technologists and learning designers to ensure the University is aware and actively using the latest methods for the delivery of its content.
Facts and Figures

The university portfolio of 130 taught programmes with over 1000 modules and a significant number of short courses.

Section 5
Am I suited to this role?

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<thead>
<tr>
<th>Criteria</th>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td>Education / Qualifications</td>
<td>The role requires someone with a relevant degree, professional qualification and/or significant hands-on experience in the design, development and delivery of self-paced online learning content.</td>
<td>Professional Certification in a relevant field would be desirable.</td>
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<tr>
<td>Experience</td>
<td>The role requires extensive experience of designing and delivering solutions that enhance education and learning.</td>
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<td></td>
<td>Knowledge of learning methods is essential for this role.</td>
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<td></td>
<td>Experience in sourcing relevant materials, negotiating and analysing requirements, and designing and delivering content in a method/channel that is suitable for the intended audience.</td>
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<td></td>
<td>Experience of working within a team of designers or on solo projects is imperative.</td>
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<tr>
<td></td>
<td>Experience in the production of: graphics, motion graphics, videos, video production including green screen, audio production, digital documents and interactive HTML-based content (H5P).</td>
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</tr>
<tr>
<td>Knowledge</td>
<td>Expert knowledge and skill in using the relevant Adobe Creative Cloud design software is vital for the development of learning content materials.</td>
<td>Knowledge of the filming and storyboarding process is desirable.</td>
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</table>
| Skills / Aptitudes | Working knowledge of the relevant content channels is essential for this role.

Knowledge of the various learning styles people have and how through the design of content these can be met is very important for this post. |
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<tbody>
<tr>
<td>Excellent interpersonal and communication skills are required for networking within the embedded school and across the University as a whole. The post holder will be expected to carry out enablement and knowledge transfer sessions which will require very strong presentation skills. Capable of having a clear understanding of current and future activities of the schools and Universities business in a wider context than just TEL. Developed network of contacts to be aware of developments and also play a supportive role within the University to peers. Working on multi aspect projects means a strong project management ability is essential for this role.</td>
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</tr>
<tr>
<td>Values</td>
<td>Ability to demonstrate our values: Ambition, Impact, Respect and Community.</td>
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