Job description

Job title:	**Learning Content Producer**
Grade:	3a
Department:	Learning: Learning Innovation
Responsible for:	*n/a*
Accountable to:	*Educator(s)*

Job summary

The Learning Innovation team work with clinical leads and stakeholders to develop educational programme's to support surgeons at all stages of their career.

The Learning Content Producer will be responsible for designing, creating and editing elements of our learning offer, which will involve writing and circulating briefs to Subject Matter Experts (SMEs), advising on best practice and ensuring that the learning objectives for work they are responsible for creating are met in full. The post holder will work closely with internal colleagues within the department, external stakeholders and SMEs to ensure that learning material is consistently produced to the highest standard and remains focussed on educational outputs and delivers to the needs of our users.

This role will support the redevelopment of established courses and the development of new products including podcasts and other multimedia resources. This role with work with a variety of contributors, colleagues and specialists such as clinical leads, medical artists, instructional designers and others as required to deliver to the needs of the learning outcomes and in line with the College's strategic aims.

The post holder will need to be able to manage and prioritise their own workload and competing business priorities, working with a number of external suppliers to outsource work, as required, to ensure that deadlines are met. The post holder will need to be able to at ease working with external suppliers and be comfortable with contracting and briefing for specific pieces of work, negotiating fees and deadlines and detailing the objectives and standard required for the deliverables.

This role also requires the successful individual to work alongside educators (either internal or external) to ensure the learning objectives are clearly defined for each piece of content, that briefs for SMEs are created and communicated in good time, and that the content is delivered in the most appropriate format and remains within the defined budget.

This role will play a central part in the design, development, and delivery of learning materials within this busy team.

Collaboration   **Respect**   **Excellence**

Specific duties and responsibilities

1. Learner centred design

Responsible for working autonomously or with colleagues to:

- Ensure that learning objectives are defined, the content is designed and presented in the most appropriate format and the overall user experience is in line with best educational practices and user needs

- Ensure that the content we create is in line with the College's DEI policies and represents the full membership

- Work with user feedback to ensure that we are developing content in line with learner needs and expectations

- Work with SMEs or external suppliers to ensure they are on board with the objectives, design, approach, and delivery of the content

2. Content design and creation

- Work with SMSs to develop and design storyboards as part of the creative process

- Create briefing documents so that SMEs and freelancers are clear in advance of what is expected of them including the collation and distribution of any background information so SMEs feel prepared ahead of any recording or creative session

- Draft and collate guidance and support materials to support SMEs
- Design and edit video content using adobe Premiere Pro create cloud packages, adhering to best practice

- Prepare texts in advance of handover to external design contractors

- Work with external suppliers to outsource the creation of learning materials, when required, in line with business priorities and budgets. This will involve managing tendering processes, creating and delivering detailed briefings, managing supplier contracts and payments, obtaining feedback from internal colleagues and SMEs, giving feedback & signing off on completion of work

3. Project Management

Responsible for:

- Working with Project Managers and Educators to ensure that the digital learning programme is clearly mapped out at the start of each project, that this is monitored throughout the project and adapted, where needed.

- Working to ensure that a digital content pipeline is developed as part of the project deliverables, that digital content is delivered in a consistent format, to an agreed standard and is delivered to Project timelines and budget.

- Growing, developing and managing a pool of trusted suppliers so we are able to confidently outsource work. Sourcing new suppliers to deliver new skills and expertise as required.

- Sourcing, briefing and managing external contractors, such as video production companies, recording studios and Instructional Designers.

- Directing or coordinating any offsite production in line with the educational objectives of the work.

- Ensuring that all relevant IP and copyrights are sought and recorded, in line with project requirements, for assets created

- Keep clear documentation and follow clear processes to ensure that work can be picked up in periods of planned or unplanned absence

- Input into the reporting process, where appropriate, and keep colleagues updated on progress

4. Editorial and publishing

Responsible for:

- Working with project teams to shape the publishing process of course materials, ensuring quality is maintained throughout

- Act as the liaison point between publishers, printers, instructional designers and other external contractors, collating materials and ensuring version control
- Working with SMEs to guide them through the publishing process so that we make the best use of their time and expertise
- Substantive editing including that of medical materials; reviewing and proofreading content, including digital content, for usability, compatibility/accessibility, brand adherence and basic spelling and grammar

- Providing editorial support in the drafting of course material for both print, digital and e-learning content

- Making SEO suggestions and edits to web copy content

5. Financials

Responsible for:

- Working with the Project team to cost out digital activities in advance

- Working to a set budget for pieces of work, keeping the project team updated on spend and projected spend (in line with budget)

6. Personal and Professional Development Responsible for:

- Identifying own development needs and setting personal development objectives in discussion with reviewer

- Proactively keeping up to date with evidence-based practice

- Proactively keeping up to date with technology and digital learning

- Proactively keeping up to date with applied knowledge and skills
- Actively seeking a good understanding of learning theory and professional development

General

- The post-holder is expected to represent the College in a professional manner in relation to their responsibilities and in ensuring their own continuing professional development.
- Undertake such duties appropriate to the grade, as required by the Director including providing cross-team support to trouble-shoot issues arising that may adversely affect quality or customer service

This job description will be subject to review in the light of changing circumstances and may include other duties and responsibilities as may be determined. It is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the individual works.

January 2024

Person specification

	Essential	Desirable
Qualifications	• A levels and a minimum grade C English and Maths GCSE, or ability to demonstrate proven experience in a similar role	• Degree or equivalent
Experience and skills	• Delivering a customer focused service with experience of UX • Data input and use of databases • A good working knowledge of Microsoft Word, Excel and PowerPoint packages • Working in education or training centre or equivalent service, preferably at postgraduate level • Preparation and curation of digital learning materials • Experience of delivering briefing documents and guidance to stakeholders • Working and managing external suppliers to deliver to a brief • Experience of recording and editing video and audio files	• Experience of working with SMEs, supporting committees and working groups • Experience of working within medical education or an educational setting • Expertise in the pedagogic use of a wide range of digital learning technologies • Knowledge of authoring tools such as Articulate Storyline • Experience of digital learning environments such as Moodle • Experience of developing e-learning resources using authoring tools
Technical competencies	• Ability to work accurately and pay attention to detail • Excellent organisational skills and methodical approach to work • Ability to manage competing priorities and working to tight deadlines across multiple stakeholders • Excellent written skills, including report writing • Substantive editorial skills	• Strong analytical skills, with experience of using data and evidence to solve problems

People and interpersonal skills	• Ability to work independently on tasks with minimal supervision, demonstrating initiative. • Ability to work as part of a team to a common goal and objective • May involve out of hours and weekend work • May involve some UK travel with overnight stays	• Ability to handle difficult conversations and situations effectively and sensitively • Excellent interpersonal skills, including the ability to quickly establish trust and build relationships with people at all levels

The post holder will also need to demonstrate the following values:

Collaboration	**We embrace our collective responsibilities working collaboratively and as one college.**
	• We work together, using our collective expertise and experience to effect positive change • We are open, honest and transparent, straightforward in our language and actions, acting with sincerity and delivering on our commitments • We take our responsibilities to each other, to patient care and to the environment seriously and we act with this in mind across our work

Respect	**We value every person we come into contact with at the College as an individual, respect their aspirations and commitments in life, and seek to understand and meet their physical and wellbeing needs.**
	• We treat everyone we meet with kindness and integrity and we seek to promote these behaviours in others • We actively seek a range of views and experiences across our work, and we listen to, and make everyone feel, a valued part of the team

Excellence	**We aspire to excellence and success. We share learning from our experiences, apply feedback into practice, and commit to continual improvement.**
	• We work hard to be the best at what we do, recognising and celebrating effort and achievement, and reflecting on our work, so we can learn and improve • We value and invest in research, education and training to drive excellence and put improvements in surgical practice, dentistry and patient care at the heart of our work • We always seek to learn and discover more, valuing knowledge and scientific evidence, basing our decisions on insights, fact and experience

The Royal College of Surgeons of England is an Equal Opportunities Employer. We are open to all talent and we actively ensure that all qualified applicants will receive equal consideration for employment without regards to age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

Collaboration   Respect   Excellence