Content Designer

About the role

The role is to lead the design, develop, maintain, review and continually improve Careers and Employability Services (CES) on line self-help and resources to meet identified student and alumni needs and improve user experience. The resources aim to support student employability and career progression and retention and are located on a range of OU and external platforms. The resources are in a variety of different formats such as web pages, animations, and are in a range of formats e.g. web pages, webinars, forums.

The role will lead, support and inform projects working significantly with and acting as a bridge between members of CES and other OU teams and colleagues.

Located in Milton Keyes, the role is part of the university wide Careers and Employability Services.

Key responsibilities

- Contributing to the design, development, review, maintenance and the continual improvement of on-line resources; incorporating web applications and social networking tools or via a Virtual Learning Environment (VLE).

- Producing, organising and coordinating the development of content, resources and creative solutions to meet user needs and make complex concepts and processes easy to understand. Ensuring resources are consistent and coherent with the Open University learning and teaching support options.

- Collaborating significantly with CES subject expert staff, internal staff from other units including Business Online Student Services (BOSS) and external consultants (e.g. Technical consultants) to develop new and existing content.

- Using knowledge of open and distance learning, web usability and accessibility requirements to inform content and design. Ensuring content is accurate and relevant and complies with OU style guide.

- Understanding user needs, undertaking needs-analysis and assisting with usability testing. Using results to inform the improvement, design and development of resources and learning activities.

- Scoping, writing, re-versioning, editing and publishing content to scheduled deadlines. Producing clear, concise, accurate and appropriately structured teaching and learning support materials, adapting source materials for online content.

- Responsible for the continuous improvement of resources and related processes through evaluating, monitoring feedback of content, identifying and recommending improvements and implementing changes.
• Supporting the development of content plans, facilitating and attending content development meetings/workshops.

• Providing an overall perspective of service delivery and impact on meeting user needs.

• Managing own workload including tasks, small and larger projects through to completion. Working on multiple workstreams, prioritising projects and tasks. Creating and monitoring project schedules and contributing to project meetings. Communicating, motivating and consulting with project members who may be unfamiliar with content design.

• Undertaking basic website and page editing, creating and editing web content, embedding multimedia and other resource types.

Skills and experience

Essential

• Extensive working experience within adult, further or higher education, or a related field (such as training, libraries).

• Experience of creating, re-versioning and structuring existing online content and resources, using a range of techniques and tools working with content and/or learning management systems such as Drupal, WordPress and Moodle and to deliver learning or support, or development of multi-media online activities.

• Experience of evaluating and analyzing information and data to propose improvements to content to ensure users’ needs are met.

• Effective and enthusiastic team-worker, able to collaborate with others to produce creative solutions, initiate ideas and follow through the ideas of others to completion.

• Ability to structure and produce accurate learning material appropriate for different audiences within tight timescales.

• Excellent written and interpersonal skills for different purposes and audiences with the ability to contextualize information and think from an audience’s perspective. With excellent accuracy and attention to detail.

• Experience in negotiating, working collaboratively and influencing others including peer groups and those in senior positions.

• Ability to anticipate and identify problems and use an analytical problem-solving approach.

• Ability to work in agile way, working in a fast paced, evolving environment, using an iterative method and flexible approach to enable rapid delivery.

• Ability to organise own workload and co-ordinate activities of others and manage time across multiple projects. Resilient in dealing with obstacles and challenges with minimal supervision.
- Willingness to learn about and continue to develop knowledge and skills related to design and delivery of online learning support.

- Ability to use standard office software, such as Microsoft Office products

- Higher education qualification or equivalent experience.

Desirable

- Knowledge of effective use of Virtual Learning environments and accessibility and usability for online learning design.

- Knowledge and understanding of careers and employability issues in relation to adult (often part-time) learners.

- Knowledge and use of social networking tools to communicate and content and resources.