Job Related Information

This document includes information about the role for which you are applying and the information you will need to provide with your application.

1. Role Details

<table>
<thead>
<tr>
<th>Vacancy reference</th>
<th>14997</th>
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</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Digital Content Producer</td>
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<tr>
<td>Reports to:</td>
<td>Senior Producer</td>
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<tr>
<td>Salary:</td>
<td>£33,199 to £39,609</td>
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<td>Terms and conditions:</td>
<td>Academic Related</td>
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<tr>
<td>Grade</td>
<td>Grade 7</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>Permanent</td>
</tr>
<tr>
<td>Working hours:</td>
<td>37 hours per week</td>
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| Location:         | Walton Hall  
                        Milton Keynes  
                        MK7 6AA |
| Closing date:     | 12:00 noon on 24 September 2018 |
| Type of application form accepted: | Standard Application Form |
| Number of referees required: | Internal Applicants – One (line manager)  
                                  External Applicants - Three |
| Unit recruitment contact: | Lucy Goddard |
2. Summary of duties

**Purpose Statement**
- To manage the production of interactive learning content for OpenLearn.
- To undertake day-to-day tasks to ensure OpenLearn is relevant, modern and attractive to all visitors.
- To promote engaging learning material across OpenLearn and related social media channels.

**Main Responsibilities**
- To work on broadcast related projects and produce engaging OpenLearn content (articles, audio-visual, and interactive) to support the OU/BBC partnership.
- To liaise with the Broadcast and OpenLearn teams to ensure consistency of experience across broadcast-initiated learning journeys.
- To generate footfall to the OpenLearn site by maximising the impact of the broadcast-related content.
- To work with subject matter experts and external suppliers in producing engaging online content to promote OU formal curriculum. These include:
  - Articles (commissioning, researching, writing, editing)
  - Page and content hub design (specifying look and feel, curating and updating existing content and additional functionality)
  - Interactive materials
  - Video/audio and animations
  - Images (sourcing, resizing, editing)
- To respond and commission to topical/diary events and online trends using a range of media.
- To work closely with the Senior Producer, Head of OpenLearn, Media Fellows and academics on the generation of new content ideas in support of OpenLearn’s KPIs.
- To develop and maintain good working relationships with subject matter experts in the faculties and other stakeholders in the OU.
- To ensure content is consistent with the agreed editorial framework and any compliance standards (technical/accessibility/brand) set by the OU. To adhere to user learning journeys within the site (e.g. from informal to formal).
- To make daily contributions to the live platform in terms of surfacing new, topical and editorially-appropriate content in the key subject areas.
- To work closely with the wider OpenLearn team to plan social media campaigns.
- To undertake engagement and social marketing activity via third-party channels (such as Facebook and Twitter) to promote content, raise brand awareness and build online communities.
- To work with the Senior Producer and IT team in support of OpenLearn site maintenance and technical development.
- To support communications with site users and other stakeholders about OpenLearn developments.
3. Person specification

**Requirements  (E = Essential/ D = Desirable)**

**Education, qualifications and training**

**Essential:** Higher-education qualification or equivalent professional experience.

**Knowledge, work and other relevant experience**

**Essential:**
- Significant experience of producing online educational material for adults (ideally in an HE or FE context). This experience must include:
  - Researching online content
  - Writing articles
  - Sourcing images or other assets
  - Editing other’s material to a brief.
- Some experience of production or commissioning of either:
  - Video/audio assets for the Web.
  - HTML5 or similar materials for the Web.
  - Experience of working with a CMS system - ideally DRUPAL.
- Knowledge of rights issues on the web and other digital platforms, with an emphasis on Creative Commons regimes.
- Knowledge of SENDA and its implications for content and system specifications.
- Knowledge of HTML.
- Some experience of budget management.
- Experience of guiding suppliers/team members to work within a specific editorial and brand framework.

**Desirable:**
- Video, Audio or HTML5 product production skills.
- An awareness of established and emerging internet technologies, trends and methodologies and how they can be exploited to meet Open University needs.
- Knowledge of or experience of working with MOODLE or similar LMS.
- Experience or knowledge of OU production and publication processes.
- Knowledge of social media, online communities and their associated marketing activities.
- Ability to interpret data and analytics using software and tools.

**Personal abilities and qualities**

**Essential:**
- The ability to think creatively, to generate innovative web product ideas to meet specific educational and/or marketing needs.
- Excellent written presentation skills.
- The ability to work under pressure and to tight deadlines.
- Highly effective team working, networking and coordination skills.

### 4. Role specific requirements e.g. Shift working

N/A.

### 5. About the unit/department

Open Media and Informal Learning (OMIL) delivers free learning from The Open University and publishes it to OpenLearn (www.open.edu/openlearn). This is part of our ongoing commitment to free learning for all and encourages uptake of student registration. OpenLearn is an award-winning platform, reaching six million visitors annually. It contains over fifteen thousand hours of free learning material, most of which is adapted from our own qualifications.

### 6. How to obtain more information about the role or application process

If you would like to discuss the particulars of this role before making an application please email S.Wang@open.ac.uk

If you have any questions regarding the application process please email: LTI-Translation-Recruitment@open.ac.uk.
7. The application process and where to send completed applications

| Please ensure that your application reaches the University by: | 12:00 noon on 24 September 2018 |
| To be considered for this post, please ensure that you send a completed application form describing how you meet the criteria in the person specification section above. |
| **Please quote the correct vacancy reference for the post you are applying for.** |

| Post it to: | As follows: |
| Name/Job title: | Staffing and Recruitment Coordinator |
| Department/Unit: | Learning and Teaching Innovation |
| Address: | Level 1, Perry Building  
The Open University  
Walton Hall  
Milton Keynes |
| Post Code: | MK7 6AA |
| Or e-mail your application to: | LTI-Translation-Recruitment@open.ac.uk |

8. Selection process and date of interview

| The interview panel will be chaired by: | Shasha Wang, Senior Producer, OMIL |
| The other members of the interview panel will be: | Diane Morris, Senior Broadcast Manager, LTI  
Georgia Axtell-Powell, Digital Content Producer, OMIL |
| The interviews will take place | 10 and 11 October 2018 |
| The selection process for this post will include | Further details on the selection process will be sent to shortlisted candidates. |

If you do not hear from us by 3 October 2018 you should assume that you have not been shortlisted for interview but we do thank you for your interest.

Applications received after the closing date will not be accepted.