A. JOB PURPOSE

The Educational Developer (Manager Media Development) in the Learning and Teaching Unit (LTU) at UNSW is responsible for leading, contributing to and supporting the development and implementation of strategies, programs and initiatives to improve and assure institutional capacity and individual capabilities in relation to the design, development, implementation and evaluation of technology enabled learning, teaching, curricula and resources.

The Educational Developer (Manager Media Development) will also support the development and delivery of open, online, and blended teaching and learning in line with the UNSW Learning and Teaching Strategy via specific responsibility for leading, managing and conceptualising the design, development, implementation and evaluation of:

- Professional development and supporting programs to develop and support the capacity of University staff in incorporating and leveraging the affordances of media in learning and teaching,
- The services and infrastructure for staff focused on the production, use and integration of educational media, including but not limited to video

B. MAIN DUTIES

- Lead and manage the planning, developing, implementing and evaluating of professional learning programs, infrastructure and services to assist staff to design, produce and integrate educational media into their programs and courses.
- Manage the development of policies and processes related to the design, development, deployment and review of educational media for use in UNSW programs and courses.
- Develop and maintain collaborative, service-oriented working relationships with all internal and external providers of services involved in the production of educational media including faculty, school and program staff.
- Oversee the development and management of (and where necessary co-ordinate) the production of high quality educational media as required within budget and timelines whilst addressing educational goals.
• Lead faculty/school/program based initiatives to develop and integrate educational media into programs and courses.
• Oversee and contribute to the development, maintenance and administration of just-in-time web-based resources to support the design and development of educational media.
• Take a leading role in collating and representing the University’s educational media needs for solutions, support, features, and product changes/enhancements to the relevant vendors and/or development communities and to co-ordinate and contribute to the development and implementation of development roadmaps.
• Perform any other duties appropriate to this classification, as required by the Senior Manager (Learning & Teaching Enhancement).
• Ensure that the work for which they are responsible is carried out in ways, which safeguard the OHS of staff or students in their charge and visitors, including contractors whom they engage.

C. ENVIRONMENT

The Learning and Teaching Unit is responsible for leading and supporting the development and implementation of strategies, programs and initiatives to improve students’ experience of learning and to enhance the capabilities of the University’s staff in relation to the design, development, implementation and evaluation of technology enabled learning, teaching, curricula and the resources to support learning and/or teaching.

Statistics

UNSW has over 50,000 students, including more than 13,000 international students from over 130 different countries. The University offers more than 600 undergraduate and 300 postgraduate programs, and has developed an extensive network of alumni chapters throughout Asia.

The offering of Open & Online courses is an experimental endeavour by UNSW. Course enrolment numbers are not known at this stage.

The Learning & Teaching Unit has approximately 40 staff and an Operational budget of approximately $4.8M.

Reporting Relationships

The Educational Developer (Manager: Educational Media Development), reports to the Senior Manager (Learning & Teaching Enhancement).

Other positions reporting to the Senior Manager (Learning & Teaching Enhancement) include: Senior Lecturers, Lecturers and Educational Developers.

Positions reporting to this position: Positions that may report to an Educational Developer (Manager: Educational Media Development), from time-to-time include Project Team staff as assigned.

This position works closely with all staff in the Learning and Teaching Unit; and will liaise closely with clients and key stakeholders in the faculties and schools including Associate Deans (Education), Heads of Schools and Program Co-ordinators.
D. PRINCIPAL ACCOUNTABILITIES

- Apply strategic leadership and management experience pertaining to the design, development and use of media in educational contexts.
- Apply project management skills to ensure the execution of strategic educational media projects to ensure:
  - Appropriate levels of pre analysis and engagement are conducted to explore the learning objectives and outcomes required of the project and the provision of expert opinion and design into these phases.
  - Development and documentation of media design, production and deployment briefs.
  - Oversight of, and where necessary supporting or provisioning, the crafting of educational media.
  - Coordination of and liaison with internal and external media producers to deliver educational media project elements that align with the required design elements.
  - The affordances of appropriate modalities and digital media literacies are fully leveraged in the design, development and deployment of educational media.
- Foster teamwork, make positive contribution as a team member in strategic and operational projects and work to ensure the development and maintenance of a customer focussed culture.
- Ensure sustainable contribution to professional educational media communities or bodies, along with scholarly research outputs directly related to UNSW’s strategic priorities to enhance UNSW students' experience, the quality of its curricula, and the teaching capabilities of its staff, within his/her level of expertise.
- Ensure compliance requirements in all areas of activity are met, and all relevant educational media policies and procedures are adhered to, revised as appropriate and disseminated.
- Stakeholder relationships are developed and managed professionally in support of University and LTU strategic objectives and UNSW Code of Conduct.

E. SELECTION CRITERIA

- Master’s degree or equivalent postgraduate qualification or eight (8) years or greater of demonstrable experience in an area of work relevant to the development and use of media directly in and for educational purposes, ideally focused upon Higher Education learning and teaching and related community outreach.
- Significant experience in the development, implementation and review of curriculum undergraduate and postgraduate teaching in a higher education context with a particular focus on the affordances of educational media, and the pragmatic issues of media production in these contexts.
- High level interpersonal and communication skills with the ability to build and maintain effective collaborative professional relationships with staff at all levels.
- Demonstrated capability in the crafting of unifying narratives and communicative arcs to express and effectively communicate learning and teaching objectives and content between staff and students.
- Demonstrated capability in the employment of appropriate modalities, design, structure, educational tone, language and styles to meet different and diverse educational needs, objectives, and audiences.
- Demonstrable capacity for effective general project and resource management (staff, budget and facilities) including experience in planning, implementing, and evaluating strategic projects and initiatives.
- Demonstrable capacity to lead and manage media production projects explicitly, with the particular procedures, processes and protocols common to media industry practice.
- Demonstrated experience in planning, developing, facilitating and reviewing certified and/or non-certified professional development programs and activities to build institutional capacity and individual capability in the development of educational media focused on the learning and teaching requirements and needs of both staff and students.
- Demonstrated capacity for dissemination of knowledge in research/evidence-led development of educational media, and its use in learning, teaching or curriculum design, within his/her level of expertise.
- Demonstrable capacity to think strategically and identify avenues to innovation and improvement.
- Team leadership skills with the ability to develop and foster teamwork, mentor individuals, and contribute positively as a team member.
- A business orientation together with a “client-customer” focus.
- A capacity to comply with Government legislation and UNSW policies, guidelines & procedures.
- Knowledge of equal opportunity and ability and capacity to identify, assess, prioritise and control the risks to the health and safety of staff, students and visitors and to the environment arising from project team activities and commitment to attending relevant OHS training.