

<b>Name:</b>	
<b>Title:</b> Senior IDL Product and Content Developer	<b>Department:</b> IDL
<b>Reporting to:</b> Software Development Manager	<b>Grade:</b> 3

## Job Purpose:

Ascentis, through its subsidiary IDLS produce educational software for a variety of markets in the UK and overseas. You will lead a team of content developers to create new products whilst maintaining, updating, refreshing, and supporting existing products. Through continuing professional development, you will ensure that you and your team maintain excellent industry and sector knowledge and apply this knowledge to produce a high standard of educational programs, and content designed to engage and support learners. Alongside this, you and your team will develop training and support materials for both internal and external use. In leading the team, you will help maintain good focus and prioritise tasks to meet challenging targets.

## Responsibilities and key tasks:

### Managerial and Supervisory Responsibility

In leading a team, you will be required to:

1. Provide line management including but not limited to:
  - a. Undertake monthly one to one meetings.
  - b. Set team and individual objectives and help product KPIs.
  - c. Monitor team performance and project velocity against a set of KPIs.
2. Provide management for the delivery of the team's objectives including:
  - a. Manage a backlog of team tasks.
  - b. Prioritise and allocate work for your team.
3. Contribute to product strategy:
  - a. Work with the Software Development Manager to maintain a comprehensive product roadmap and backlog.
  - b. Align product development initiatives to business need and prioritise work accordingly.

### Your team will be required to:

4. Develop programs of study that are suitable for a range of online applications such that they:
  - a. Engage target learners and educators.
  - b. Cover learning objectives as outlined by national curriculums.
  - c. Represent a demonstrable benefit to learners and educators.
  - d. Integrate contemporary pedagogical practice.
  - e. Demonstrate a sound methodology.
5. Regularly review program content against pre-determined criteria, including but not limited to:
  - a. Curriculum
  - b. Pedagogy
  - c. Design
  - d. Usage
  - e. Effectiveness
6. Manage and maintain systems to collect and action feedback:
  - a. Ensure all product feedback is collected and reviewed
  - b. Introduce scoring or other systems to prioritise or action feedback
7. Undertake and present research for the development of programs of study and content for new and existing products including but not limited to:
  - a. Academic research
  - b. Market research

8. Innovate new ways to deliver SEND interventions and provide sound pedagogical reasoning for them.
9. Research educational curriculums and pedagogical approaches from other countries to better align our products with their needs.
10. Maintain in depth knowledge of the content and methodologies for all IDL products.
11. Develop and manage collaborations with subject experts and consolidate research for use in current and future products.
12. Work collaboratively with multi-disciplinary teams such as sales and marketing to help promote the value of IDL products.
13. Manage external contractors to product assets for product content including imagery and audio.
14. Design engaging product support and training material to be used both internally and externally.
15. Design and produce engaging SEND CPD training for both internal and external use.
16. Design, produce and deliver presentations to external stakeholders to demonstrate the value of our products.
17. Work with external educational bodies and customer advisors to spread awareness of our services and promote our products with research and reasoning.
18. Deliver CPD events digitally and in-person to open new avenues and build relationships with new and existing customers.
19. Build and leverage beneficial relationships with schools, subject leaders, and industry experts all over the world.

### Useful product skills

A variety of products are provided to produce content and supporting materials. It is essential to maintain an up-to-date knowledge and reasonable skill in the use of the following products:

20. Adobe Illustrator
21. Adobe Audition
22. Adobe Captivate
23. Figma

### Success Measures

24. Timely delivery of program materials that consistently meet high quality standards
25. Good benchmark scores from customer usage and engagement metrics
26. Demonstrable success of product methodology by analysing learner progress metrics
27. Qualitative feedback from both internal and external audiences

### The following responsibilities apply to all roles:

28. Contribute as required to regulatory compliance and engage with other processes including business continuity, risk management and the internal audit process
29. Contribute to the improvement of customer service
30. Undertake any other responsibilities or tasks that are within the employee's skills and abilities whenever reasonably instructed commensurate to this role

### As a member of staff at Ascentis you will be expected to:

31. Understand and be committed to the Ascentis Vision
32. Work hard and flexibly to achieve your targets and those of the Company and be always positive
33. Actively support a problem-solving culture within your team by seeking to remove any barriers that stand in the way of achieving our targets
34. Work flexibly to meet the needs of our customers
35. Implement strategies to achieve continuous improvement in your own performance

### **Status of this Job Description**

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

### Accountability

Software Development Manager, Group Commercial Director Group Deputy Chief Executive, Group Chief Executive Officer

### Key Contacts

Staff at all levels in Ascentis

New and existing customers

End user groups

External suppliers and contractors

### Person Specification:

Key Attributes (E-Essential, D-Desirable, P-Potential)

### Qualifications

Educated to level 5 or equivalent (E)

Experience in a similar role (E)

### Key Attributes (E-Essential, D-Desirable)

1. Educated to level 5 or equivalent (E)
2. Knowledge of teaching techniques that engage SEN pupils at EY, KS1, KS2 and KS3 (E)
3. Experience of conducting competitive product research within the education market (D)
4. Experience of presenting research and findings (D)
5. Experience of using research to create product specifications (D)
6. Knowledge regarding the use of IT as a teaching resource for SEND (D)
7. Experience of working in the education / training sector (D)
8. Experience working in educational software development (D)
9. Experience of undertaking educational research into teaching trends and techniques at EY, KS1, KS2 and KS3 (P)
10. Research and analytical skills (E)
11. Proven communication, interpersonal and organisational skills (E)
12. Ability to listen to and interpret customer needs (E)
13. Communicate and articulate customer needs with colleagues and other partners (E)
14. Ability to work under pressure and to deadlines (E)
15. Ability to work on own initiative (E)
16. Ability to manage varied workload (E)
17. Flexible and adaptable (E)
18. Attention to detail (E)
19. Commitment to relevant continuing professional development (E)
20. Willingness to travel occasionally (E)