Information Pack

Online Learning Developer

Open Awards

Introduction

Set up in 1981, Open Awards (formerly Open College Network North West Region) has been in business for over 37 years. We are a Company Limited by Guarantee and a registered charity.

Open Awards is based in Speke, Liverpool and currently employs 28 full-time and part-time staff and a number of external moderators who are currently contracted on an annual basis. The range of services we offer is extensive as we aim to deliver an effective and efficient service.

We welcome applications from all sectors and communities and are able to make specific arrangements and adjustments for candidates whose circumstances require this.

What We Do

Open Awards is a partnership of many different organisations, including Further Education Colleges, Higher Education Institutions, Voluntary and Community Organisations, and Employers. We are an Awarding Organisation recognised and regulated by OfQual to develop and approve units and qualifications for inclusion in the register of regulated Qualifications. We are also recognised by the Quality Assurance Agency for Higher Education (QAA) as an Access Validating Agency (AVA) to develop and approve Diplomas leading to entry to Higher Education.

We work with education and training organisations to promote quality and access in education and training so that individual learners can obtain nationally recognised credit and qualifications for achievements.

Open Awards encourages the development of qualifications to meet the needs of adults under-represented in education and training. We work with schools, employers and training providers to develop alternative qualifications for learners. Each year thousands of learners use our credits to progress on to other courses and qualifications in Further and Higher Education, in the community and in the workplace.

Open Awards seeks to:

- improve education and training opportunities for learners;
- ensure flexibility of learning opportunities;
- provide progression opportunities through credit accumulation and transfer arrangements; and
- provide and enhance equality of opportunity in all aspects of the learning environment.

The vision, mission and values of Open Awards are:

Vision: To change lives through learning.

Mission Statement: To support educational achievement for all learners.

Values:
- **Excellence**
  To exceed standards in all we do, inspire excellence in our staff, centres and learners, and deliver a personalised customer service that surpasses expectations.

- **Respect**
  To foster a culture of respect and inclusiveness, being receptive to each other and customers, and acting with integrity.

- **Innovation**
  To listen, learn, discover and develop; to respond effectively to and invest in our staff, centres and learners.

- **Aspiration**
  We strive to be visionary and influential

Open Awards Services

Open Awards offers a high quality accreditation and certification service for education and training. We are committed to offering:

- Value for money, including reasonable recognition and certification charges and a not-for-profit ethos.
- Contact with knowledgeable and responsive staff, who have curriculum expertise and offer detailed professional support.
- Access to a network of education and training organisations.
- An efficient administrative and certification service, with clear service standards.
- A commitment to promoting wider access to learning, equality of opportunity and recognition of achievement.
- Access to a comprehensive range of services, support workshops and training.

In particular Open Awards offers access to:

- Full advice and support for Open Awards accreditation, units and qualifications.
- A bank of approved units of achievement and qualifications.
- Staff development activities and curriculum forums to support networking, good practice and collaboration, and a range of specific training activities.

How to Apply

Candidates should complete the application form together with a supporting statement outlining how they meet the criteria for the post (max two sides A4).

Completed forms should be returned to:

Nina Hinton
Open Awards
Estuary Commerce Park,
17 De Havilland Drive
Speke
Liverpool

Email application to:-
Nina.hinton@openawards.org.uk

The **closing date** for applications for the post is Friday 21st June 2019.

Open Awards

JOB DESCRIPTION

TITLE OF POST: **Online Learning Developer**

RESPONSIBLE TO: **Product Development Manager**

STATUS: **2 year fixed-term contract**
Part-time (17.5 hours per week)

FUNCTIONS OF POST:

This role is responsible for leading on the development of online and blended learning content across Open Awards' offer, including:

- IFATE Contract – Training to EPAOs (EQA of End-Point Assessment of Apprenticeships)
- Open Awards' Centre training and support
- Access to HE Blended Learning
- Regulated qualifications and their units
- Stand-alone online learning

Key functions include:

- To coordinate the development of online and blended learning materials and resources
- To liaise with education providers and subject experts to quality assure developed materials and resources
- To maintain and update Open Awards' learning management system
- To provide high quality administration support and training to customers utilising OA blended learning materials

MAIN DUTIES AND RESPONSIBILITIES:

Online and Blended Learning Materials and Resources Development

1. Develop and review a range of online learning materials and resources to support the delivery of courses, qualifications and units, including internal and external training programmes:
   - Liaise with colleagues, education providers, subject specialists and employers to create storyboards, session plans and supporting materials and resources
   - Develop online materials and resources including: animations; online learning modules; interactive PDFs and workbooks; resources and infographics
   - Develop and deliver training to Open Awards providers on effective utilization and delivery of blended learning materials
   - Coordinate and participate in scrutiny and evaluation panels
   - Coordinate focus groups and the collation of feedback
   - Update the Open Awards Learning Management System with developed materials and resources
   - Participate in continuous improvement activities for developed materials and resources

2. Project Management:
   - To work with the Product Development Manager to produce an annual project plan for the development of online/blended learning materials
   - To coordinate activity against agreed project plan including reporting progress against agreed targets and problem solving

3. Support the wider development of Open Awards online and blended learning offer:
   - Identify development opportunities and projects
   - Contribute to annual planning and strategy development
   - Provide advice/guidance to the Product Development Manager on developments in technology and blended/online learning trends and advancements

Marketing and Sales Support

4. Create engaging and creative materials to drive sales and generate leads in relation to blended learning offer
   - Work with Product Development Manager and the Business Development team to implement a marketing strategy and campaign
   - Create a range of content for the website and social media accounts in conjunction with centres, Open Awards staff and other professionals
   - Produce case studies in a range of media including written, photographs, videos
   - Coordinate campaigns to promote specific products
   - Generate leads for new business utilizing a range of sales and marketing techniques
   - Attend and deliver meetings and presentations to centres and other stakeholders as required
   - Work with Open Awards staff to ensure customer information is effectively communicated.

Line Management
5. Manage the work of Administration and Support staff as required to meet team objectives in accordance with the tasks set out in the job description
   - Set realistic targets and deadlines
   - Undertake appraisals and performance management
   - Motivate and get the best from the role

General responsibilities

6. Provide high quality customer service to centres and other stakeholders

7. Provide support to centres on how to use Open Awards products and services and deal with requests for information

8. Provide training on Open Awards products, services and associated administrative procedures

9. Explore competitor marketing and drive forward suggestions for improvement to benefit Open Awards

10. Maintain up to date records of activities in Quartz database in accordance with policies and procedures.

11. Work with other members of the Open Awards team to coordinate activity

12. Travel to and work from any site that the duties of the job may require

13. Carry out any other duties as specified, from time to time by the Management Team

14. To support the organisation's commitment to equality and diversity and to promote non-discriminatory practices in all aspects of the work undertaken

15. It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Open Awards policies, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, Open Awards Health and Safety policy, and the Mission, Vision and Values of Open Awards

Open Awards Mission, Vision and Values

Our Vision is:
To change lives through learning.

Our Mission Statement is:
To support educational achievement for all learners.

Our Values are:
- Excellence: To exceed standards in all we do, inspire excellence in our staff, centres and learners, and deliver a personalised customer service that surpasses expectations.
- Respect: To foster a culture of respect and inclusiveness, being receptive to each other and customers, and acting with integrity.
- Innovation: To listen, learn, discover and develop; to respond effectively to and invest in our staff, centres and learners.
- Aspiration: We strive to be visionary and influential.

This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

Job description reviewed – May 2019

Person Specification
Post Title: Online Learning Developer

Criteria	Knowledge and Skills	Essential/ Desirable Criteria
Qualifications and Training	1. Level 3 qualification or above. 2. Marketing/project management qualification	**Essential** **Desirable**
Experience	3. Experience in developing a range of online learning materials	**Essential**
	4. Experience working on new development projects from business case to market launch	**Essential**
	5. Experience in implementing national and local marketing campaigns and projects	**Essential**
	6. Experience in writing in different styles and registers for a range of purposes	**Desirable**
	7. Experience in an educational setting in dealing with Awarding Organisations and regulatory bodies or having worked within an Awarding Organisation	**Essential**
	8. Experience of generating leads and supporting sales functions and/or maintaining customer relationships	**Essential**
	9. Experience of working in a supervisory role or managing staff	**Desirable**
	10. Experience of developing and implementing effective operational systems.	**Essential**
	11. Experience of developing and maintaining customer relationships.	**Essential**
	12. Experience of working with and applying IT systems to achieve efficiency e.g. use of database systems spreadsheets and other Microsoft Office products in a range of contexts and for a range of purposes.	**Essential**
Skills/Abilities	13. Ability to follow operating processes and make suggestions for their improvement where applicable	**Essential**
	14. Ability to organise work on multiple projects/accounts at once	**Essential**
	15. Ability to communicate to different audiences and write fluently in a range of styles and formats	**Essential**
	16. Excellent communication and interpersonal skills.	**Essential**
	17. Ability to work unsupervised be self motivated and use own initiative	**Essential**
	18. Ability to represent Open Awards in discussions with customers and other stakeholders	**Essential**
	19. Ability to work as part of a team.	**Essential**
	20. Ability to identify and solve problems and suggest solutions.	**Essential**
	21. Ability to use a wide range of design and communications software including Photoshop, canva, website content management systems, Mail Chimp and Microsoft Office packages for a range of purpose	**Essential**
	22. Ability to create and maintain good working relationships with customers and colleagues.	**Essential**

Criteria	Knowledge and Skills	Essential/ Desirable Criteria
	23. Ability to work to tight/fixed timescales, prioritise work, meet deadlines and have excellent time management skills.	**Essential**
	24. Ability to implement changes and communicate to others.	**Essential**
	25. Problem-solving skills	**Essential**
Commitment	26. A commitment to Equality & Diversity.	**Essential**
	27. An understanding of and a personal commitment to the Mission, Vision and Values of Open Awards.	**Essential**
	28. Commitment to customer service.	**Essential**
Other	29. Be adaptable, flexible and open to change.	**Essential**
	30. Willingness to travel occasionally across the region and nationally, including overnight stays.	**Essential**
	31. Willingness to undertake staff development activities.	**Essential**