

## Position Description

Details	
Role title	Digital Content Producer
Reports to	Manager Education & Training
Direct reports	Nil
Location	Melbourne
Award	Salaried non-award
Classification	Professional Officer
Hours of work	Full time
Tenure	Fixed term 12 months
Date	September 2020
Role purpose	
<p>Reporting to the Manager Education &amp; Training, the key purpose of this role is to:</p> <ul style="list-style-type: none"><li>• Develop new digital learning resources (video/audio) for employees or AASW members as required, including scripting, coaching, production, post edit and deployment</li><li>• Edit and maintain currency of existing video-based learning to include updated information, presentation and quality audio</li><li>• Develop audio only/podcast resources including scripting, coaching, production, recording, post edit and deployment</li><li>• Provide project management and reporting for all digital resources</li></ul>	
About AASW	
<p>The Australian Association of Social Workers (AASW) is the professional representative body of social workers in Australia, with approximately 12,000 members. We set the benchmarks for professional education and practice in social work and have a strong voice on matters of social justice, human rights and issues that impact upon the quality of life of all Australians.</p>	
Our values	
<p>AASW employees are expected to operate in accordance with the aims and intent of these shared values.</p> <p><b>RESPECT</b></p> <ul style="list-style-type: none"><li>• Trust; True openness; Compassion; Self-awareness and reflection</li></ul> <p><b>COLLABORATION</b></p> <ul style="list-style-type: none"><li>• Support each other; Teamwork; Shared vision; Being united and collegiate; Enjoy your time at work and have fun</li></ul> <p><b>INTEGRITY</b></p> <ul style="list-style-type: none"><li>• Responsibility; Courage; Authenticity</li></ul> <p><b>ACCOUNTABILITY</b></p> <ul style="list-style-type: none"><li>• Be engaged and contribute; Deliver outcomes</li></ul> <p><b>RESPONSIVENESS</b></p> <ul style="list-style-type: none"><li>• Self-awareness; Flexible; Agile; Curiosity</li></ul>	

## Key Performance Indicators

Stakeholder Satisfaction:	<ul style="list-style-type: none"><li>• Survey / feedback from stakeholder groups</li></ul>
Quality:	<ul style="list-style-type: none"><li>• Projects delivered and evaluated according to quality criteria and business requirements</li></ul>
Cost:	<ul style="list-style-type: none"><li>• Projects delivered according to budget</li></ul>
Productivity:	<ul style="list-style-type: none"><li>• Projects delivered according to Project Plans</li></ul>
Time:	<ul style="list-style-type: none"><li>• Projects delivered according to Project Plan Timelines</li></ul>

## Key Areas of Accountability

### Development of digital learning resources

- Design, develop and maintain a range of digital learning and instructional resources, self-paced, instructor-led, and blended training and assessment materials. Resources include interactives, animations, podcasts and microlearning videos as well as eLearning storyboards, modules and materials using a range of visual and instructional design approaches and learning design principles to develop engaging and impactful digital learning content.
- Project manage the development of digital learning content, from concept to final product, including scoping, planning and delivery of digital learning materials, ensuring they are delivered and deployed accurately, on time and to budget.

### Stakeholder management and engagement

- Liaise and collaborate with subject matter experts to scope and identify learning and capability requirements and to develop bespoke activities, assessments and scripts, and create clear, concise and accurate digital learning content and validate it to meet business needs.
- Provide coaching and tips for video/audio presenters to ensure the learning resources are engaging and effective
- Ensure approval processes and milestones are in place and managed for concept, scripting and delivery of the digital learning product

### Deployment, resource management and continuous improvement

- End-to-end documented and actioned project management including film shoots, recording, equipment hire, talent coordination and obtaining appropriate approvals
- Ensure digital learning resources are efficiently and effectively published through distribution channels and maintain a robust records management system of resources and content developed for version control.
- Evaluate all digital learning resources for continuous improvement

### Membership engagement

- Participate in programs and campaigns to embed a culture of life-long learning within the AASW membership and social work profession
- Support the broader functions and activities of the AASW as relevant
- Participate and support membership recruitment, retention and engagement activities

## Key Compliance Requirements

All AASW employees are required to:

- comply with all AASW policies, procedures and code of conduct
- operate in accordance with relevant statutory and regulatory compliance obligations including: Work Health & Safety, Privacy, Finance Management, Record Keeping and Equal Opportunity in employment and service delivery
- participate in relevant training and awareness programs relating to compliance obligations and areas of accountability

**Note:** Pre-employment checks, which may include a Police check maybe required as part of the selection and appointment process

## Key Selection Criteria

### Essential requirements

- Proven advanced video and audio production skills
- Professional experience of at least 5 years
- Tertiary qualification in media production and/or related
- Experience in planning, development, delivery and evaluation of learning content
- Ability to work autonomously in a fast-paced environment while juggling multiple priorities
- Excellent relationship building skills with internal and external stakeholders
- Flexible, adaptable and proactive approach
- Demonstrated attention to detail and quality
- Proven research, planning, analysis and organisational skills
- Demonstrated success in the timely delivery and monitoring of initiatives and projects
- Ability to take responsibility, work collaboratively and drive continuous improvement
- Proven effective and contemporary approaches to instructional design, digital learning and adult learning principles
- Strong and clear communication skills, both verbal and written
- Demonstrated advanced project management skills
- Strong focus on customer experience
- Cert IV in Training and Assessment

### Desirable

- Experience in membership or service environment
- Demonstrated knowledge and understanding of the issues, needs and direction of the social work profession and workforce

## Approvals

Approved by:  
Cindy Smith, CEO

Date: September 2020

## Accepted by

Employee Name

Signature:

Date: September 2020