Title: Senior Multimedia Advisor (e-learning)

MALTS

Line Manager: e-Learning Systems Manager

Job Purpose

The job is to show professional leadership in working with academic and other colleagues with the aim of ensuring the appropriate use of media based educational technologies throughout the university community. This post entails responsibility for the co-ordination of video, audio and encoding activities focussing on the professional, technical and creative aspects of production work.

Main Responsibilities

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<tr>
<th>Responsibility</th>
<th>Percentage</th>
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<tr>
<td>To co-ordinate overall video and audio production activities (production, post-production and encoding) ensuring appropriate scheduling of activities and resources.</td>
<td>20%</td>
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<td>To plan and deliver video and audio production activities, including liaison with clients, studio and location-based recording, maintenance of equipment, identifying and suggesting enhancements, and administration and record keeping.</td>
<td>35%</td>
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<td>To provide professional leadership on the technical aspects of production activities including post-production, encoding and streaming services.</td>
<td>30%</td>
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<td>To offer professional advice and guidance to academic staff in their selection and implementation of educational technologies.</td>
<td>5%</td>
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<td>Identify and recommend enhancements and additions to the suite of services provided by MALTS.</td>
<td>5%</td>
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<td>To take a proportional share of the work of the MALTS team which gives online and personal responses to enquiries from academic and support staff about e-learning.</td>
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<td>Undertake other tasks related to provision of e-learning services</td>
<td>As required</td>
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Planning and Organising

Broad tasks and responsibilities will be agreed with the line manager but the postholder will have discretion in planning and prioritising their own working activities. They will show leadership within the team, and seek to identify synergies between different projects. Studio and particularly location recordings require detailed planning and co-ordination with various clients, often external. Planning must ensure the safety of all those associated with every recording.

Problem Solving

Anticipate any health and safety implications associated with proposed location recordings. Devise safe production schedules. Manage user expectations (e.g., wrt time, location, content) sometimes negotiating solutions.

Identify risks to service reliability and recommend actions. Analyse problems presented by the production and post-production systems. Devise and implement solutions to problems, seeking assistance if necessary. Differentiate between major and minor issues and identify the urgency of a problem. Formulate procedures to ensure that a stable and resilient service is available.
Decision Making

Advise, and where necessary direct clients, on any legal implications of proposed productions. Differentiate between major and minor issues and identify the urgency of a problem. Take appropriate action to ensure urgent problems are resolved as quickly as possible, perhaps taking direct independent action. Solve minor problems independently. Take leadership on solving major problems, perhaps collaboratively. Decide which actions require to be documented and what communications are needed with users and colleagues.

Key Contacts/Relationships

Engage and advise academic staff and teaching organisations on the appropriate use of a range of educational technologies, from both a technical and a pedagogical perspective. Act as an advocate for the development of educational technologies.

Identify and recommend enhancements and additions to the suite of services provided by MALTS. Collaborate with colleagues from other teams across information services and MIS to provide stable and resilient e-Learning services, and to develop new tools and resources. Respond appropriately to a range of user queries, from staff, students and other support teams. Negotiate with academic staff about alterations or additions to existing services.

Knowledge, Skills and Experience Need for the Job

A senior multimedia advisor should have substantial knowledge of media based technologies and a detailed understanding of a critical service area. The postholder should usually have a relevant degree and a minimum of five years prior experience in this field is essential.

This particular post requires detailed knowledge of production techniques and equipment for both studio and location recording and substantial knowledge of post-production systems and techniques, for both audio and video, and detailed knowledge of a variety of delivery formats such as streaming and DVD.

Dimensions

The e-learning section provides robust and reliable e-learning tools and systems, many on a 24 x 7 basis, and comprehensive user support for these systems. They are available to every course, every student and every member of staff in the University. Although this post has no direct line management responsibilities the postholder may be asked to lead projects involving the participation of up to 5 colleagues. The recording equipment is worth about £45,000 and post production facilities are worth approx £50,000. Video production services include recording and streaming of public lectures given by major international figures and which are subsequently accessed globally.

Job Context

This job contributes to the strategic goal of excellence in education, and will involve direct contact with clients at all levels within the university. The bulk of the working contacts will be staff (academic support and admin.), but there will also be contact with students (UG and PG).