1. Job Details
Job title: Multimedia Services Development Officer
Planning Unit: EDINA
Unit (if applicable): Bibliographic and Multimedia Services
Line manager: Head of Bibliographic and Multimedia Service Delivery/ User Support Manager

2. Job Purpose
Co-ordinate, develop and support delivery of existing and new national multimedia services used by students, staff and researchers in subscribing UK HE and FE institutions. Monitor wider UK multimedia initiatives to determine where service opportunities for EDINA may exist and ensure EDINA is presented as a relevant and primary service provider to UK HE and FE.

3. Main Responsibilities

1. Direct and manage the development, introduction, maintenance and enhancement of EDINA national multimedia services through effective liaison and communication with the various collaborators and stakeholders including EDINA technical and support staff, content providers, and partners in funding organisation (primarily JISC) and also through establishing an agreed work schedule, monitoring progress and formal reporting to funders. 45

2. Provide either an organisational lead or contribute to tender responses for new multimedia projects or services, informing proposals in the areas of resource utilisation, scheduling, testing and support. 30

3. Fulfil business development role in the multimedia arena through tracking developments, gathering intelligence and establishing contacts within the UK public and commercial sector. Representing EDINA services, activities and capabilities to external organisations. 15

4. Provide expert support and advice on the use of EDINA multimedia services to helpdesk staff. Contribute to monitoring and reporting procedures for these services. Provide advice to EDINA colleagues about multimedia activities in wider community. Initiate and participate in collaborative promotional activity to raise awareness of EDINA services. 10

4. Planning and Organising
Delivery of services to the academic community dictates an annual planning cycle for service enhancements or upgrades and the addition of new facilities. EDINA is contracted to deliver services usually over a 3-5 year period and forward planning for a possible extension is required, often up to two years in advance. This longer term planning is done within the overall framework of the multimedia service area and will involve the Head of Bibliographic/Multimedia service delivery.

Forward planning of at least 6-12 months is required for the effective management of the introduction of a new service or existing service improvements. A large degree of initiative and planning is required in order to meet agreed service milestones and deliverables. A significant element of organisation of staff and internal resources is required to ensure timely maintenance and delivery of services.

5. Problem Solving
The main challenge is to be able to identify in advance where problems could occur particularly when delivery of service involves the management of the relationship and activity between EDINA staff and external organisations, for example when adding new data to a service. This analysis and anticipation in order to avoid problems requires considerable judgement and tact. When problems do arise a decisive appraisal of the options and the
capability to persuade and influence others is needed to ensure successful resolution through a co-ordinated response, involving others where appropriate.

It is expected that the post-holder will resolve most problems arising within their area of activity independently. Any which cannot be solved will be referred to either the User Support Manager or the Head of Bibliographic/Multimedia Service delivery.

6. Decision Making
The development and maintenance of services requires decisions in respect of changes which will affect all users of these services, or decisions that will have resource and/or skill implications. The post-holder would be expected to be able to assess risks, the timing of changes, consider resource constraints (both staff and financial) before providing recommendations and advice in their area of expertise to senior colleagues.

The post-holder has delegated responsibility for many aspects of support and service liaison and decisions are achieved through a collaborative process. Decisions of potential strategic impact or involving significant diversion from service plans require wider consultation, initially with the User Support Manager of Head of Bibliographic/Multimedia Service delivery but the post holder’s opinions will be critical in determining outcomes.

7. Key Contacts/Relationships
The post holder liaises with senior members of staff at the JISC; senior executives from vendors of core datasets; key support staff within UK HE/FE subscribing institutions; senior academics and high-profile users of the EDINA services. The post-holder works closely with other members of the EDINA user support team, including the training officer, and service delivery teams and senior management within EDINA.

8. Knowledge, Skills and Experience Needed for the Job
- A good honours degree plus 3-5 years experience managing and supporting customer-focused services.
- A good knowledge of the higher and further education sectors, and an appreciation of the use and availability of visual and sound materials in the public and commercial sector.
- Excellent writing, IT, presentation, organisational and supervisory skills
- Experience of working in a team in a senior role
- Ability to plan for and work to fixed deadlines. Awareness of IPR and licensing issues.

9. Dimensions
There are national and international dimensions, through engagement with formal partners or collaboration with other organisations.

EDINA services are available, usually through institutional subscription, to all UK HE and FE institutions; some are freely accessible. They are formally measured by service level agreements, available 24/7, with uptake by staff, students and researchers from over 160 university institutions and 240 colleges. An effective, efficient and professional support service is essential to maintain the reputation of EDINA as a national data centre.

The postholder co-ordinates development and support for 2 services, an image and a film service each involving contributions from a multidisciplinary team of up to 6 staff. A lead role is taken, or contributions are made to between 3-5 tenders per year.

10. Job Context and any other relevant information
The activities of EDINA and its performance have high profile, nationally and internationally.

The post holder must be confident and competent in operating in a service and technical environment and providing advice to senior management. Domain specific expertise (in multimedia and related service trends) is required in order to fulfil the demands of the position. The role involves representing EDINA and the University of Edinburgh in the wider UK HE/FE sector and on two JISC Working Groups.