



Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Job title: Content Producer (education innovation)

Department/Division: Eden Centre for
Education Enhancement

Accountable to: Senior Learning Technologist

Competency	Criteria	E/D
Knowledge and Experience	At least an undergraduate qualification in digital media, communications, journalism, film production or related field, OR equivalent professional experience in multimedia content production.	E
	Experience working in a higher education environment or with academic communities.	D
	Substantial professional experience producing high-quality digital media including video, audio, multimedia content and online materials.	E
	Ability to and extensive experience in conceptualising and producing media content that considers multi-format delivery (e.g. short-form, long-form, and platform-specific aspect ratios – vertical, square, widescreen), from the planning stage through to final output.	E
	Experience using a broad range of hardware for audio and video capture (e.g., mirrorless/ENG style cameras, digital audio and field recorders, wireless microphone receivers and transmitters).	E
	Experience using professional lighting equipment and modifiers in the production of high-quality video content.	E
	Confident user of a variety of professional media production software (e.g., Adobe Premiere Pro, Adobe After Effects, Apple Final Cut Pro, DaVinci Resolve, Logic Pro/Pro Tools).	E
	Demonstrable storytelling and narrative development skills with portfolio evidence of executing an engaging content strategy for professional or educational audiences.	E
	Experience in web design and online content creation	D



	<p>including knowledge of CSS/HTML and content management systems.</p> <p>Knowledge of accessibility standards (e.g., WCAG) and experience creating accessible multimedia content including captioning and audio description.</p> <p>Experience using AI-assisted tools for content production (e.g., automated transcription/captioning, script development, content summarization) and awareness of ethical considerations in using GenAI.</p>	<p>E</p> <p>D</p>
Communication	<p>Excellent interviewing and facilitation skills with the ability to draw out compelling stories and insights from subject matter experts.</p> <p>Ability to translate complex educational concepts and practices into accessible, engaging narratives for diverse audiences.</p> <p>Strong written communication skills for scripting, content planning, and documentation.</p> <p>Ability to present ideas, proposals, and completed work clearly and professionally.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p>
Teamwork and Motivation	<p>Ability to work collaboratively as part of a team in a flexible and supportive environment.</p> <p>Self-motivated with strong initiative and ability to identify and pursue content opportunities proactively.</p>	<p>E</p> <p>E</p>
Liaison and Networking	<p>Ability to build and maintain effective working relationships with staff at all levels across the School.</p> <p>Experience liaising with multiple stakeholders to coordinate content production and manage expectations.</p>	<p>E</p> <p>E</p>
Decision Making	<p>Strong editorial judgment and ability to make informed decisions about content approaches, formats, and priorities.</p> <p>Excellent problem-solving skills with ability to respond creatively to technical, logistical, and creative challenges.</p>	<p>E</p> <p>E</p>



Planning and Organising Resources	Proven ability to plan and organise own work across multiple concurrent projects to meet deadlines and maintain regular content output.	E
	Strong organisational skills including asset management, documentation, and workflow systems.	E
	Ability to prioritise work effectively in response to strategic objectives and emerging opportunities.	E
Initiative and Problem Solving	Ability to identify opportunities for innovation and improvement in content production and practice-sharing approaches.	E
Investigation, Analysis and Research	Commitment to maintaining up-to-date knowledge of emerging technologies, tools, and trends in educational multimedia and digital storytelling.	E
	Evidence of continuous professional development and learning in multimedia production or related fields.	E
Service Delivery	Track record of delivering high-quality work to professional standards and meeting deadlines.	E
	Ability to manage production schedules to ensure consistent content output while maintaining quality.	E
	Commitment to equality, diversity, and inclusion principles including their application in content production.	E
	Professional approach to customer service with ability to respond effectively to requests and enquiries.	E

E – Essential: requirements without which the job could not be done.

D – Desirable: requirements that would enable the candidate to perform the job well.