



## Position Details

<b>Business Entity</b>	Kaplan Professional	<b>Department</b>	CPD
<b>Job Title</b>	Manager, CPD Content	<b>Location</b>	Sydney
<b>Reports To</b>	Head of CPD	<b>Direct Reports</b>	5

## Overall Purpose

Manage the CPD content team, external subject matter experts and production of all CPD content including all multimedia. This includes the management of the content team and the development and production of high quality multimedia content (including short courses) for Kaplan Professional's continuing professional development (CPD) program and ensure relevant content complies with the FASEA CPD standard. Recruiting and managing appropriately qualified external subject matter experts with particular reference to the FASEA CPD standard. Solving technical and functional content queries and issues.

Liaise and collaborate with sales team in servicing corporate clients including attending client meetings, particularly in regards to FASEA CPD standards.

Drive the development and implementation of new CPD markets, innovative digital multimedia CPD products and the streamlining of production processes.

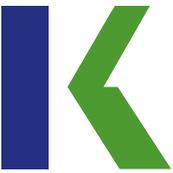
## Key Responsibilities

### **Manage development, production and quality assurance of all CPD content**

- Develop, maintain and monitor production schedules.
- Meet agreed content targets in relevant libraries and topic areas.
- Ensure quality assurance processes are in place and implemented.
- Determine matters of content style.
- Ensure that all developed content is of sufficient depth, academic level, meets learning outcomes and is of interest for the target audience and complies with the FASEA CPD Standard where relevant.
- Ensure all developed content (including assessments) has been technically reviewed.
- Research and write content (including assessments) as required.
- Ensure copyright compliance.

### **Develop and manage relationships with external subject matter experts (SMEs)**

- Assess and recruit external SMEs with appropriate academic qualifications and practical experience as writers and tech checkers of CPD content (and comply with the FASEA CPD standard where relevant)
- Provide performance management and coaching for external SMEs as required



- Contribute to determining technical writer/ reviewer payment rates and other contractual arrangements
- Drive and oversee the briefing of contributors and reviewers on suggested topics, content requirements, deadlines, quality expected and ongoing improvements to content and products
- Manage the Editorial Committee(s) and ensure appropriate industry representation

## **Technical**

- Oversee and monitor the academic and technical accuracy and currency of CPD content and assessments.
- Resolve technical and general content enquiries from learners, licensees, internal sales team and other stakeholders.
- Provide support to internal and external stakeholders on the Financial Adviser Standards and Ethics Authority (FASEA) CPD standard.

## **Contribute to the development of and drive the implementation of new CPD products**

- Contribute to the concept and development of CPD products in conjunction with Head of CPD.
- Contribute to the development and implementation of innovative multimedia digital content.
- Develop and implement new CPD products.
- Research and implement continuous improvement activities for all CPD content and production processes.
- Ensure CPD content is developed within an academic framework and where relevant, content meets the FASEA 'qualifying CPD activity' requirements.

## **Manage content team**

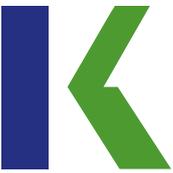
- Manage staff and resources within the content team.
- Establish a customer service and commercial culture and ensure agreed service standards for internal and external customers are met.
- Mentor staff to extend skills and knowledge into new/enhanced product areas.
- Evaluate performance and provide feedback for improvement.
- Recruit and oversee training of new staff as required.

## **Customer service – internal and external**

- Assist and liaise with sales team on CPD matters and products as required.
- Assist and liaise with the development of content libraries developed in conjunction with relevant corporate partners.
- Attend client meetings as required.
- Advise and provide support on the FASEA CPD standard and Kaplan solutions.

## **Online Platform (Ontrack)**

- Manage the content components of the current and new online Ontrack platform .



- Manage updates and maintenance of the platform(s) in conjunction with Head of CPD, project manager, IT and third party provider(s).
- Define and oversee content business requirements.
- Manage the implementation of updates, changes, testing and maintenance relevant to content from the business perspective.

## **Leadership**

- Motivate and engage team, promoting innovation and creativity to help achieve performance objectives.
- Encourage teamwork and initiative through leadership to help foster a high performing, results driven culture.
- Establish team and individual goals and support growth through professional development plans.
- Oversee and participate in recruitment of new employees, annual performance reviews and goal setting activities.

## **Professional development**

- Demonstrate maintenance of own disciplinary knowledge through relevant research, conference attendance, publication.

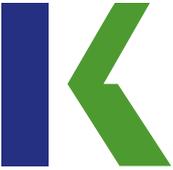
## **Contribute to a supportive, positive and safe workplace**

- Compliance with all company policies and procedures including WHS legislation requirements
- Ensure as far as is practicable that the workplace, under your control, is safe and without risks to health
- Being a productive member of the Kaplan team by displaying the Company values and Guiding Principles
- Adherence to Company Policy and Procedure

## **Qualifications and Skills**

### **Essential**

- Extensive knowledge of finance industry (financial planning, investment, banking etc.)
- Experience in multimedia publishing
- Masters degree qualified in financial planning (preferable), economics, commerce, finance, business
- Experience in managing a content team
- Superb written communication skills
- Project management skills
- Client service expertise
- Research and writing skills



- Absolute eye for detail
  - Demonstrated ability to meet deadlines
  - Negotiation skills
  - Ability to work as part of a team
  - Self-starter
  - Highly motivated
  - A professional approach to dealing with top industry professionals
- Desirable**
- Experience in educational instructional design and/or delivery of digital content
  - Experience in on-line delivery of instructional product
  - Related discipline industry designation(s) e.g. CFP, CFA, CPA, CA.

Employee Signature \_\_\_\_\_ Date \_\_\_\_\_

Manager Signature \_\_\_\_\_ Date \_\_\_\_\_