

## Head of Content

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Directorate: Membership, Media and Development  
Reports to: Director of Membership, Media and Development  
No. of Direct Reports: 3  
Grade: 3

### 1.1 Job purpose

The Head of Content defines and drives a cross College strategy to deliver fresh new engaging, creative and innovative content that will connect with and meet the needs of anaesthetists at every stage of their career, in the UK and across the world.

This role is responsible for growing and developing an effective production process and empowering staff, clinicians, volunteers and speakers to create and distribute written, video, audio and interactive content for our various audiences, using the right platform for the right occasion.

The Head of Content will inspire, coach, develop colleagues across the directorate (and beyond) and set a transformative culture, ensuring our content is constantly improving by creating the space for your team to produce and publish content of the highest standard.

Quality education is a core function of the College and is key for developing and maintaining professional standards, as well as being a vital tangible benefit, adding value to our membership. This role has responsibility for delivering this strategic aim through the development and delivery of high-quality content delivered through a varied suite of delivery channels including face-to-face events, meetings, conferences and courses, as well as digital media such as podcasts, webcasts, videos, eLearning and publications.

### 1.2 Key tasks and responsibilities

#### Content Strategy and Leadership

- Responsible for the establishment and maintenance of a College-wide strategy, policy and operational plans for educational content, including events, conferences workshops, e-learning, videos and podcasts
- Ensure our educational content reaches and grows our audiences, meets user needs, provides a first-class member experience and showcases our credentials as a world-leading provider of Anaesthetic education
- Curate the development, design and implementation of the College's educational resources
- Review the current provision and strategically exploring new way of enhancing the member experience as well as new markets and developing new business proposals for content
- Play a key role in ensuring we stay ahead in how we produce and share our digital content, keeping pace with technological developments and best practice and learning from leading organisations and influencers in this space
- Provide effective and transparent project and programme management for all educational initiatives

- Co-develop and implement the College's Simulation Strategy
- Ensure regulatory compliance with relevant legislation such as the Equality Act 2010, Copyright Law and GDPR for all educational activities and e-learning

#### Educational Content Production

- Overall management of the design, production, writing, creating, editing commissioning and curation of educational content, presented via the best delivery channel for the target audience
- Ensure the College's educational content is used as a significant member benefit, displayed in an easy-to-use format to enhance the member experience and integrated with other College systems and is designed to engage prospective and disengaged members
- Develop and implement a programme of relevant and contemporary conferences, courses, events and content for the market in the UK and overseas, aligned to the Colleges strategy and in conjunction with the Education and Professional Development Committee
- Manage the quality assurance programme for the College's live and digital educational content
- Manage and oversee the development, delivery and innovation of e-Learning Anaesthesia in the UK and overseas
- Keep on top of trends and developments in face-to-face and digital educational content; proposing and experimenting with ways to apply new learning techniques, technology and to develop content in line with organisational objectives and audience preferences
- Work to increase the number of people interacting with College face-to-face and online educational resources
- Liaise closely and collaborate with other departments and functions across the College to efficiently develop a broad range of educational content
- Provide leadership in developing and designing new courses, events and content to support contemporary themes in anaesthesia, perioperative care, critical care and the wider health system
- Maintain and safely store all educational content, data, question banks and assets
- Ensure all digital content is highly compliant with accessibility standards and guidelines; provide advice and guidance on accessibility best practice

#### Team Leadership

- Provide leadership, management and motivation to the Education and Events Team, to deliver the annual programme of conferences, courses, events and educational content
- Oversee the management of and provide leadership, management and motivation to the Design Team; delivering, print and digital assets for all departments across the College
- Develop, implement and coordinate effective departmental and individual work programmes in line with the College's 5-year commitment
- Ensure effective communication within the team and work collaboratively and constructively with all other areas of the College
- Be an active member of cross College committees and groups including the Membership, Media and Development (MMD) Board, Senior Management Team, the Equality, Diversity and Inclusion Committee and the Technology Oversight Group
- Constantly and supportively push and challenge the team and our partners to develop our creative approach, based on audience insight, evaluation and best practice
- Create a supportive environment to ensure ease of recruitment and retention of clinical volunteers involved in all aspects of the Colleges education work
- Support, assist and deputise for the Director of Membership, Media and Development, as required

#### Income Generation

- Develop and maximise all possible opportunities for income generation, sponsorship, commercialisation and business / relationship development from the College's education programme
- Develop effective working relationships with sponsors, other Medical Royal Colleges and other internal and external stakeholders to raise funds and the profile of the College Education programme
- Draft proposals, funding bids and other documentation in support of the development of education projects and programmes
- Manage the commercialisation and income generation from e-learning Anaesthesia through the community interest company

#### Relationship Management

- Work collaboratively with internal staff, committees, Clinical Leads, faculties, Directors, Council Members and other key stakeholders from across the College to develop and execute a harmonised content strategy
- Develop effective and collaborative relationships with partner organisations, funders and external stakeholders such as other Medical Royal Colleges, higher education institutions, charities, industry and specialist societies
- Attend, collaboratively manage and set the direction of the Education and Professional Development committee and sub-committees
- Develop effective and constructive working relationships with the wider e-Learning for Healthcare Team, eIntegrity, Health Education England and e-Learning Managers in associated Colleges and faculties
- Manage and develop good working relationships, contracting and negotiating with all external suppliers, ensuring they provide a high-quality service and value for money and that contracts are in place for contracted services, venue hire and products
- Work with external suppliers for the provision of Journal and other learning resources to get the best deal for the Membership
- Oversee the management of the College's digital estate through support and maintenance contracts with third party suppliers, as well as specific project work for further development

#### Communicating with and Understanding our Audiences

- Ensure the development and delivery of integrated communications and marketing strategies for the education programme; working proactively with colleagues to identify ways to communicate key messages, target relevant areas of the membership as well as external audiences and co-ordinate communications across different channels
- Develop, maintain and deliver the College's main education brands, including the annual Anaesthesia national conference, eLearning Anaesthesia, the Anaesthesia on Air podcast, Anaesthetists as Educators and GASAgain workshops, and the Anaesthetic Updates series of conferences
- Implement analytics data to track content performance as well as user research and other evidence to inform, improve and iteratively develop relevant and high-quality content; understanding our audiences, users and the best ways to reach them
- Prepare management information, KPIs and statistics on departmental activities

#### Financial Management

- Manage and set annual budgets for the Education and Events Team to ensure effective return on investment and value for money
- Monitor departmental income, expenditure, unit costings and management accounts on a regular basis and report variances to the Director of Membership, Media and Development, as well as the MMD Board

- Manage external contracts, ensuring good governance and value for money, in consultation with the Director of Membership, Media and Development and the Finance Team
- Provide input to the College's Annual Report, audits and budget setting

#### Other Duties

- Represent the College at external meetings, including frequent travel and overnight stay outside London
- Any other duties that might be reasonably required

### **1.3 Qualifications, skills, knowledge and experience**

- Demonstrable experience of devising and implementing national educational content and events strategies that will appeal to multiple audiences
- Confidence in identifying relevant channels and digital platforms for the delivery of high-quality educational content
- Experience in the production process for educational content
- Experience in change management and the implications of this on team working
- Experience of line managing teams of multiple people
- Self-motivated with the ability to work successfully under pressure on multiple projects at once
- Experience of setting and managing large and complex budgets
- Experience of driving an increase in revenue from educational content
- Experience of procuring external suppliers and managing contracts and relationships to deliver projects
- An understanding of the education landscape in the UK
- Understanding of healthcare in the UK
- Knowledge of commercialising education content and working with funding bodies and sponsors
- An understanding and commitment to equality, diversity and Inclusion and Data Protection
- Excellent communication skills; both verbal and written
- Proven skills in operationalising an educational content strategy through face-to-face and digital channels
- Ability to organise work and time productively to oversee and ensure end-to-end content workflow across channels on time and within budget
- Experience in procuring and managing digital platforms and learning management systems to aid the production and delivery of educational content
- Excellent IT skills including Microsoft Office, databases, online content social and digital media, and eLearning platforms

Signature: .....

Name: .....

Date: .....