

# eLearning Content Creator

Hiring booklet

**Deadline for applications:**

5pm, Friday 21 January 2022



**NALA**

**National Adult Literacy Agency**  
Áisíneacht Náisiúnta Litearthachta do Aosaigh

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## **1. About the National Adult Literacy Agency (NALA)**

The National Adult Literacy Agency (NALA) is a charity committed to ensuring that people with unmet literacy, numeracy and digital literacy needs can fully take part in society. According to the last international survey, one in six people in Ireland has an unmet literacy need. One in four people has an unmet numeracy need and one in two people have an unmet digital literacy need.

These unmet needs have devastating consequences for individuals, communities and the economy. People at the lowest literacy and numeracy levels earn less income, have poorer health and are more likely to be unemployed.

Since we were set up by volunteers in 1980, we have been a leading campaigning and lobbying force on adult literacy issues. We have been involved in national policy; tutor training and teaching resources, research and campaigns to support people with these unmet needs.

We are an equal opportunity employer.

See [www.nala.ie](http://www.nala.ie) for more information.

## **2. About the position we are hiring**

### **2.1 About the position: eLearning Content Creator**

The eLearning Content Creator will play a pivotal role in developing and growing our online Learn with NALA platform.

In this exciting role, you will collaborate on and create learning curricula and eLearning courses for NALA's Learn with NALA platform. Working with committed colleagues and contractors you will transform content into engaging and immersive learning experiences that follow NALA's brand guidelines. You will also contribute to the administration and development of Learn with NALA platform.

### **2.2 Job description**

#### **Reporting relationship and key responsibilities**

Reporting to NALA's Innovation Manager, you will undertake the following:

#### **Key Responsibilities:**

1. Lead NALA's digital learning design projects through the creation of programmes and supports, including self-directed, peer, blended, distance and eLearning resources to help people with literacy and numeracy needs to use everyday technology and digital media.
2. Lead on the development of eLearning courses, teaching and learning resources and supports on Learn with NALA's Brightspace platform:
  - a. Manage, develop and support the design of eLearning courses, videos, info-graphics and other resource materials.
  - b. Provide content creation and instructional design expertise to the development of eLearning courses and projects.
  - c. Create programmes and resources that help people with literacy and numeracy needs to use everyday technology and digital media.
  - d. Author and edit content, including the development of guidelines around best instructional design practice and monitoring of content to meet this standard.
  - e. Scope new areas for course development.

- f. Manage content migration and content updates.
  - g. Update and maintain help information and courses on Learn with NALA.
3. Work with NALA's Data and Systems Officer, eLearning Development Coordinator, Learn with NALA Coordinator and eLearning Engagement Officer to improve the user experience on Learn with NALA through pilot projects. This will include user success and journey mapping, learner intervention and outreach, data analysis and content reviews.
4. Cultivate and maintain collaborative working relationships with NALA staff and external stakeholders including Desire2Learn (D2L), Instructional Designers, Subject Matter experts, contracted agencies, contractors, Education and Training Boards (ETBs), Quality and Qualifications Ireland (QQI), SOLAS.
5. Contribute to any Quality Assurance (QA) reviews and updates and explore ways to improve efficiencies and provide technical solutions for evidence gathering needs.
6. Completing other tasks such as:
  - a. providing regular updates to key NALA staff;
  - b. providing data and statistical evidence;
  - c. preparing and delivering training and presentations to outside organisations;
  - d. liaising with NALA staff; and
  - e. other duties as assigned.

## **2.3 Experience and qualifications**

Applicants should have the following experience, attributes and qualifications.

### **Essential Criteria**

- A Bachelor's degree or equivalent in a relevant field such as digital learning design, digital education, eLearning
- 3+ years' experience developing digital learning courses and materials for self-directed, blended and directed online learning.

- Be proficient with at least one learning management system such as Brightspace.
- Be proficient in using eLearning development packages such as Articulate 360 and experienced in using native authoring tools.
- Be experienced in the design and building of interactive multimedia for web-based learning.
- Be proficient with audio/video editing and animation tools such as Camtasia.
- Understand accessibility and how to build content that meets accessibility requirements and Universal Design principles.
- Have excellent IT skills with competency in Microsoft Office (Word, Excel, Powerpoint), Teams and Sharepoint
- Have strong problem solving and critical thinking skills.
- Be passionate about learning and technology.
- Have excellent communication, organisation and time management, team working skills
- Have strong interpersonal skills and attention to detail
- Have the capacity to manage a diverse work load, be self-motivated and to prioritise responsibilities
- Have an understanding and appreciation of NALA's mission and values.

### **Desirable criteria**

- 3+ years of experience developing web-based learning solutions, using the appropriate mix of development and prototyping languages and tools (e.g., ability to code in HTML, JavaScript, and/or similar languages).
- Experience of adult learning approaches and environments.

## 2.4 Summary of the pay and conditions

**Pay:** The starting salary for the position will be at a point on NALA's Administrative Officer scale ranging from **€31,739 – €55,966**. Progression on the scale is subject to NALA's pay policy, satisfactory service and NALA's financial resources.

**Hours:** Full time, 35 hours.

**Contract term and probation:** The position is initially offered for 12 months on a fixed term basis. The contract will be renewed subject to satisfactory performance and NALA's financial resources. A probationary period of 6 months will apply from your start date.

**Location:** Sandford Lodge, Ranelagh, Dublin 6. **Please note:** Due to COVID-19 restrictions, the Administrator may be initially and periodically working from home.

**Annual Leave:** 22 days a year subject to NALA's annual leave policy and you working full time (35 hours over 5 days). This is exclusive of the public holidays and privilege days that NALA staff are granted at Easter (Good Friday plus two days) and Christmas (Christmas Eve and all days falling before New Year's Day).

**The above represents the primary pay and conditions of service. It is not the complete list which will be included in the employment contract to be agreed with the successful applicant.**

### **3. About the hiring process**

#### **How to Apply**

Applicants should email the following in one document to [recruitment@nala.ie](mailto:recruitment@nala.ie) by **5pm, Friday 21 January 2022**

1. A cover letter that outlines why you are applying for the position and how you meet the essential criteria of the position
2. Your current curriculum vitae (CV) with the names of two referees. NALA will not contact your referees without asking you first.

If you do not receive an acknowledgement within 5 days of applying, please email [recruitment@nala.ie](mailto:recruitment@nala.ie).

#### **Selection Process**

The selection process will include a shortlisting of applicants based on their cover letter and CV. Shortlisted candidates will be called for interview. All applicants will receive an acknowledgement of their application and final notification of the outcome of their application.

#### **Shortlisting**

A shortlisting process is done by a panel of persons to select applicants for interview by reviewing their CVs and cover letters against the essential and desirable criteria. The panel will decide which applicants appear most suitable for the position and invite those applicants for interview. Shortlisted candidates may be required to submit further information before the interview.

#### **Interview**

NALA will invite shortlisted candidates to interview by a panel. The interview will explore how the candidate meet the essential and desirable criteria and their relevant experience to date. If required, candidates may be called for a second interview and or asked to complete a short task. Further information will be provided to shortlisted applicants before the interview.

**Date of interview:** Interviews for this position are provisionally scheduled to take place on the week of 31 January – 4 February 2022. If you are shortlisted, you will be notified of interview dates and arrangements at the earliest opportunity. It will be your responsibility to make yourself available for interview as advised. If you do not attend for interview at the time agreed with NALA, your application will not be progressed.

### **Candidate Feedback**

We will provide you with feedback on your application and or interview if you submit a written request to [recruitment@nala.ie](mailto:recruitment@nala.ie).

### **Confidentiality**

Please note that all personal data shall be treated as confidential in accordance with the Data Protection Acts 1988 to 2018.

### **Canvassing will disqualify**

## **4. Queries**

Elaine Mullen

Office Manager

National Adult Literacy Agency

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**NALA does not require the assistance of recruitment agencies to fill our vacancies.**