

Directorate: Children, Young People and Education

Unit/Section: Fair Access

Grade: KR8

Responsible to: Content Development Lead (Virtual Learning Platform)

Purpose of the Job:

To create content across a range of academic subjects and emotional literacy themes, that will be owned by Kent County Council (KCC's) Virtual Learning Platform (VLP). The content will be designed to equip children and young people (CYP) with strategies and tools to encourage engagement and will support their learning

The postholder will be a creative and reflective teaching practitioner who can utilise their experience of educating children and young people (CYP) who present with a variety of needs across range of key stages. Creating engaging online activities, lessons and schemes of work to with the focus on building CYP confidence and engagement with learning.

In collaboration with colleagues, the postholder will review and build upon on the content already in place keeping abreast of changes to the National Curriculum, continually reviewing and identifying areas for improvement and development for CYP who access the platform.

Supporting the VLP Content Development Lead, with identifying, scoping, and developing content appropriate to CYP who will benefit from additional educational intervention and support.

All content created for the VLP remains the property of KCC.

Main duties and responsibilities:

- Use experience, knowledge and specialist skills of education to plan, prepare and create engaging interactive online learning activities and modules for pupils in line with National Curriculum objectives and emotional literacy strategies.
- Work in close collaboration and consultation with colleagues in KCC's Virtual Learning Platform and Education Programme, teams, to capture outcomes and identify trends to enable the creation of relevant modified and differentiated content, that will meet pupils varied needs, views and interests.
- Use online technology in an innovative way that will reach and engage CYP who may (for a number of reasons) have gaps in their knowledge, skills and settings. Meeting the requirements as set out in the Department for Education, Online Education Accreditation Scheme and Departmental statutory guidance, Keeping Children Safe in Education.
- Proofread content created by other colleagues in KCC's Virtual Learning Platform team and the Education Programme team for spelling, grammar, curriculum relevance and factual accuracy.
- Use quantitative and qualitative data provided to influence content creation. Continually assessing, amending, and updating existing online content, to secure successful

outcomes, ensuring that content is continually adapted and updated and is ranged to meet pupils' needs and interests.

- Attend and contribute to in-service training, promoting the platform and sharing good practice, keeping up to date with new educational developments and initiatives. Be responsible for personal continued learning and development
- Assist with the creation of marketing materials to promote the platform commercially to a wider audience
- Adhere to Local Authority Policy and Government guidance on Data Protection, Information Governance, Safeguarding and Child Protection and Online Safety Policy, when creating content, reporting any safeguarding concerns to the Designated Safeguarding Lead, ensure users are protected and that the rights and safety of the CYP accessing the Programme are at the forefront of content design and creation.

Footnote: This job description is provided to assist the job holder to know what their main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

Kent County Council

Person Specification: *Content Creator – Virtual Learning Platform*

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

	CRITERIA
QUALIFICATIONS	Degree Level or equivalent. Professional qualification in an education-related field.
EXPERIENCE	Experience of teaching in a classroom environment with children, in particular children who present with additional educational needs Experience of teaching experience in a mainstream or special school, in more than one key stage. Experience of online teaching/content creation. Experience of collaborative working
SKILLS AND ABILITIES	Excellent IT skills (including use of MS Office software, content management systems and image editing software) and the ability to draw conclusions from data. Excellent written and literacy skills, must have an eye for detail. Excellent communication skills Excellent presentation skills Ability to manage time effectively, prioritise own workload and adhere to deadlines
KNOWLEDGE	Knowledge and understanding of pedagogy and how this can translate and apply to remote learning, resulting in consistent, relevant and exciting content. Knowledge and understanding of National Curriculum requirements in relation to specialist area (e.g.: additional educational needs, curriculum area), including planning, preparing appropriately differentiated programmes of learning activities and also detailed understanding of how pupils of relevant age group(s) and ability learn; relevant learning strategies and methods. Knowledge and understanding policies and procedures relevant to S.E.N.D. child protection, safeguarding, child protection, data protection, information governance and health and safety.

BEHAVIOURS AND KENT VALUES

Kent Values:

- We are **brave**. We do the right thing, we accept and offer challenge
- We are **curious** to innovate and improve
- We are **compassionate**, understanding and respectful to all
- We are **strong together** by sharing knowledge
- We are all **responsible** for the difference we make

Our values enable us to build a culture that is:

Flexible/agile - willing to take (calculated) risks and want people that are flexible and agile

Curious - constantly learning and evolving

Compassionate and Inclusive - compassionate, understanding and respectful to all

Working Together - building and delivering for the best interests of Kent

Empowering - Our people take accountability for their decisions and actions

Externally Focused - Residents, families and communities at the heart of decision making