



## Position Description

### UDL-IRN Content Manager

## How this Role Fits within the UDL-IRN

The UDL-IRN is collaborating on a high-profile UDL Content & Credentialing Initiative. In partnership with CAST, the UDL-IRN is developing credentials and certifications to help qualify competence in and alignment with UDL best practices. The UDL-IRN is building an online platform that will enable professionals all throughout the education ecosystem to learn more about UDL and demonstrate their competence. Our goal is to launch and grow the online platform, creating outstanding, industry-leading opportunities for education professionals to benefit from the learning resources and activities available, and to network with each other.

Critical to the success of the online platform is a wide array of high-quality learning resources and activities that build competence in UDL. The UDL-IRN is dedicated to establishing a vibrant Content Partner program to curate and create the best UDL learning resources and activities and populate them in the platform. The UDL-IRN is hiring a Content Manager to lead our efforts to establish, grow and maintain a Content Partner program to achieve the following key success criteria:

## Key Success Criteria

- The Content Partner Program is established and designed for scaling
  - Scaling high-quality learning resources and activities (“content”) in the platform through a growing network of Content Partner contributors (e.g., providers and developers)
  - Cultivating relationships with Content Partner organizations who are motivated and capable to increase the volume and quality of UDL learning resources and activities that meet the criteria listed below
- Learning resources and activities meet the goals of UDL best practices and the vision for the platform. Populate the platform with an initial set of learning resources and activities that:
  - Focus on UDL best practices learning opportunities that are attractive to the target audiences, as measured by focus groups and surveys (see below)
  - Emulate UDL, demonstrating multiple means of representation, engagement, and action/expression
  - Emphasize accessibility – adhering to a minimum set of accessibility requirements (i.e., WCAG 2.0 Level A) as defined by the UDL-IRN



- Provide substantive learning opportunities, as measured by focus groups and surveys of target audience constituents who rate it highly on likert scale ratings (to be designed and deployed)
- Target audience constituents' impressions are highly favorable – as measured by focus groups, platform usage analytics, and online surveys, including the following criteria:
  - Positive first impression - that they are impressed with the learning resources and activities presented, including how it is presented and the substance of what is available
  - Positive ongoing impressions of quality and usefulness of learning resources and activities – that they are motivated to return for more, as measured by platform analytics and online surveys
  - Establish quality measurements that are focused on high ratings/impressions from target audiences with strong indications that users will come back and encourage others to engage in the platform. Quality measurements would:
    - Establish and achieve goals for established star ratings of learning resources and activities – Minimum of XX% has average of 4+ star ratings [% TBD]
    - Establish and achieve goals for bookmarking (qualifier of interest)
    - Establish and achieve goals for sharing between members (qualifier of interest)
- Establish and implement processes and tools to respond to target audiences' ongoing learning resource and activity requests. The UDL-IRN would like to establish a means to solicit and react to target audience requests for subject areas and the types of resources they would like to see within the platform.

### What We're Looking for in a Professional to Fill this Role

- Education background with experience designing and adapting learning activities
- Strong understanding of and passion for Universal Design for Learning
- High-energy, collaborative, tech savvy networker who is extremely comfortable with and has strong experience in establishing partnerships
- Solid experience in curating learning resources and activities for professional development
- Solid experience and comfort working on development of online platforms for sharing of learning resources and best practices
- Excellent written and verbal communication skills
- Strong social media skills
- Highly self-motivated, self-directed and extremely comfortable working with a dynamic, virtual team



## What the Content Manager Will Do

- Collaborate closely with the UDL-IRN Operations team to establish and prioritize key strategic goals to fulfill the vision of the UDL Content and Credentialing Initiative
- Solicit, establish and cultivate Content Partners capable of supporting key success criteria listed above
- Manage signed agreements, adherence to timelines, and tracking user feedback
- Provide technical support to Content Partners to deliver content with expected specifications, accessibility and features commensurate with UDL principles
- Work with in-house and peer reviewers to evaluate content
- Ensure the UDL-IRN's online platform is populated with a substantial breadth and depth of high-quality learning resources and activities
- Conduct focus groups and surveys to qualify the success of the online platform in meeting the needs of the target audiences
- Define and implement innovative tools for ongoing enhancement to the learning resources and activities to continually increase the quality of the user engagement

## Additional Information about this Content Manager Role

- Reports to UDL-IRN COO
- Full-time role for 6-month contract; extension dependent on funding
- Competitive compensation (commensurate with experience)
- Work and collaborate remotely
- Work schedule should permit availability within at least half of traditional business hours within Eastern Standard Time (50% between 8am-5pm EST)