

Job Description

Job title:	Media Editor	Department:	Editorial
Reports to (title):	Manager, Media Editorial	Division:	Higher Education
Date:	December 17, 2018		

PURPOSE OF THE JOB

The Media Editor partners with Editors and others in the product team to deliver digital solutions for our largest revenue titles so that we gain new market share and deliver on increased digital penetration year over year. The Media Editor is closely attuned to the digital landscape and engages frequently with our university lecturer and student customers. Market and customer knowledge allow the Media Editor to articulate and advocate for additions to the digital roadmap to address discipline needs, including building use cases which include return on investment (ROI) and participating in business requirements. They are also able to maximize the current solution to meet market needs. They identify and are the owner of third-party relationships that are a part of our digital solution. They partner with the Editors on creating digital prototypes and proof-of-concept reviews for all digital solutions. They work directly with authors to conceive of meaningful enhancements to their digital offerings, they participate in the budget and resource allocation decisions, and they partner with colleagues in content management to ensure that products are released within budget and at optimal times in the sales cycle.

PRINCIPAL ACCOUNTABILITIES/KEY RESULT AREAS

Maximum of 10 Accountability Statements

- Digital Strategy and Planning:** Partner closely with the program Editor to conceive of compelling digital solutions for our titles. Work closely with authors and/or course architects to conceive of revision or proof-of-concept (POC) plans that will adhere to Oxford's learning design and also result in increases in market share and in digital penetration.
- Digital Strategy and Planning:** Devote time to researching emerging technology trends in the higher education sector and articulate the impact of this on student and instructor workflow. Leverage market knowledge and insights to inform the Higher Education (HE) digital roadmap and to ensure the Academic HE group leverages broader Oxford capabilities. This includes providing use case studies, participating in business requirements, and outlining the business case and ROI to support such requests. Take the lead in sharing competitive information and insights with key stakeholders. Have expert knowledge of all digital solutions (adaptive, ARC, Dashboard) and leverage the existing platform optimally.
- Digital Strategy and Planning:** Responsible for supporting the ongoing agile development of digital products, including gathering feedback from users (working with Editorial, Marketing, and Sales) through its lifespan. Frequent and consistent customer engagements to ensure deep market and competitive knowledge, both within Higher Education and adjacent fields.
- Digital Project Execution:** Develop high quality, cost-effective solutions for our titles through the evolution of legacy product, reuse of existing content in new product models or the acquisition/partnership of new content/capabilities.
- Digital Project Execution:** In partnership with the Editor, determine budget and resource allocation for all digital product solutions, POC's and prototype needs, and oversight for ensuring demo, full products and POCs release on time and within budget, in close collaboration with Digital Production and outside vendors. This includes ensuring quality control by way of review of product demos and full product, before they are released to the market. Will need to have strong knowledge of the costs associated with their portion of the process and be able to adjust design plans to meet overall project budgets accordingly.

6. **Digital Project Execution:** In partnership with product teams (Editors, Development Editors, authors, and others), draft, acquire, and manage the transmittal to production of the content (storylines, text, instructions, documentation) that underlie and define a digital product. Investigate, evaluate, and acquire and create new media assets that are included in product content suites, such as videos, audio, and images.
7. **Digital Advocate:** Be a compelling internal and external advocate for OUP's digital solutions. Play a lead role in articulating the value proposition of our digital solutions to the market, including working with Sales and Marketing to validate value propositions and to help craft necessary training tools (for internal and external customers).
8. **Digital Advocate:** Assist Sales and Marketing with training product teams, sales specialists, and sales representatives on new digital products. Provide sales support for digital products in key sales situations based on defined processes. Travel to campus and conferences, as required, to drive adoption, usage, and sales of digital products and, when necessary, their associated print components.

KNOWLEDGE AND EXPERIENCE

- University Degree. Degrees in Instructional Design, Education, Media, Communications or related fields are a plus.
- Demonstrated, relevant industry experience in higher education publishing; experience in higher education sales, product design and/or product development, online publishing and/or web development is a plus. Project management experience, with strengths in budget and schedule maintenance a plus.
- Customer-facing skills (i.e., interfacing with subject matter experts, authors, customers, etc.)
- Proficient in Microsoft Office Suite; familiarity with HTML, JavaScript, jQuery a plus; working knowledge of Adobe Photoshop.
- Copyediting and/or customer service experience an asset.

KEY INTERFACES

Internal: Manager, Media Editorial; Front-end Digital Product Developers; Editors; Platform SDC Developers; Marketing and Sales staff

External: Authors, third-party vendors, focus group attendees, lecturers, students