

## POSITION DESCRIPTION

### Summary Information

Position Title:	Education Developer, Curriculum and Assessment
Division:	Education
Location:	National Office
Reports To:	General Manager, Education
Approved By:	Chief Executive Officer
Date approved:	November 2017

### Main Purpose of the Role

The Education Division exists to provide a career pathway for physiotherapists in Australia and abroad. The delivery of quality education and learning experiences to members of the Australian Physiotherapy Association (APA) and non-members to enable their continuing professional development.

The Education Developer, Curriculum and Assessment will work with both internal and external stakeholders to lead the design and development of Career Pathways based on the Physiotherapy Competency Framework and the Education Framework including coursework learning, assessment, research and mentoring.

The role oversees product and portfolio planning, product conceptualization, content development and review across various delivery channels. The role manages the process in a way that is responsive to market needs and meets internal strategic objectives.

The role leads a team of Product Development Advisors who are responsible for the project management and product development lifecycle of a portfolio of APA's education and professional development products.

### Reporting Relationships

This role reports to the General Manager of Education.

### Other Key (non-reporting) Relationships

Key relationships include:

- APA's Education Panel
- The Australian College of Physiotherapists (ACP)
- ACP College Council
- ACP Standing Committees particularly the Faculties Program committee and its eight clinical sub-committees
- Health Service Managers and Private Practice owners
- Other member/non-member groups to ensure the learning needs of the profession are met
- External education consultants regarding education framework, policies and procedures
- Manager of Professional Development who is responsible for the operations, scheduling and delivery of professional development
- Manager of Branches/National Groups who is responsible for communication and feedback in the liaison with National Group educational and PD expectations and deliverables
- Team Leader Event Delivery regarding the viable operational delivery requirements for each product
- Marketing team to ensure the marketing approach for each product and portfolio enables the achievement of key objectives
- Regional and branch staff, particularly Regional Managers and Branch Coordinators, to ensure state-specific considerations are taken into account in decision-making
- Finance team in the formulation and management of the budget

## Key Responsibilities

The role is responsible for the management of the team of Product Development Advisors, and the management of the career pathways including:

- Managing and leading project teams to map career pathways, design curriculum and associated assessments within the APA Education framework and associated timelines
- Draw upon current research and international best practice to ensure curriculum is created using underpinning curriculum principles, and design approaches
- Review from a pedagogical viewpoint, the content of training seminars/workshops/courses aimed at various performance levels of physiotherapists
- Advise the online content creation, working with an online platform technician
- Work with Product Development team members to ensure the PD offering is high quality and continuously reviewed and improved based on data and feedback
- Managing the optimal product mix to meet the educational, strategic and commercial objectives of the organisation
- Report on the financial performance of the career pathways and curriculum design according to set objectives, with key responsibilities for consultation and development-related expenses
- Ensuring the team's portfolio and product plans will enable the meeting of key objectives
- Leading the research of key market factors and making recommendations for the introduction of new products, retirement of products and product revisions.
- Ensuring a market-driven education offer through awareness, review and evaluation of external landscape including competitors, trends in the profession as well as Professional Development
- Driving a culture of innovation, market-focus, accountability and self-drive within the Product Development Team
- Working with internal stakeholders and taking a leading position in the end-to-end development of successful products
- Actively managing the budgeting and planning processes involved in product development

## APA Values

All employees at APA work and are performance measured on a set of APA Values;

With confidence, integrity and passion, we embrace our responsibility to create a collaborative environment that enables all of us, our members and our communities, to flourish.

### Professional

Being professional is about exhibiting behaviours that are appropriate for our workplace, and are in alignment with the APA's position and brand.

Professionalism sets a standard for day to day interactions and conduct.

### Excellence

The pursuit of excellence is at the heart of everything we do, whether it's the small stuff or big initiatives. Everything can be improved in some way and we recognise that it's our job to make these improvements. There is nothing average about APA, our members or our profession. We demonstrate that we're leaders in health in everything that we do.

### United

We are a member-centric organisation and we place members' interests at the heart of our work. To remain relevant and continue to create an environment for the profession to prosper, we need to unite with our colleagues, members and our communities, and align with the wider healthcare landscape and its influencers.

### Community Minded

We strive to be a leader in health and recognised as a progressive and authoritative voice. Each one of us is responsible for contributing to this reputation, through the quality of our work, the strength of our relationships with colleagues and stakeholders, and our efforts to keep up to date with important changes affecting the health environment.

### Visionary

Being a visionary team member of the APA means being innovative in your thinking and challenging oneself and the status quo.

## Selection Criteria

### Education and experience:

- Degree qualified in education or e-Learning or equivalent experience
- Curriculum design and management - experience in leading the development of curriculum and assessment in line with educational frameworks and best pedagogical principles
- Proven experience in managing a Product Development function within a university, TAFE, or Professional Development setting
- Demonstrated experience in product management – conceptualisation, market research, competitor analysis etc.
- Commercial acumen experience is desirable, including creating and managing budgets, P&Ls etc, recommending cost and process efficiencies
- Project management experience

### Skills

- Strong leadership capabilities
- Strong project management capabilities
- Strong commercial acumen
- An innovative, problem-solving approach
- High sense of accountability and self-actualisation
- Excellent time management and ability to manage various initiatives at one time
- Excellent interpersonal, oral and written communication