Invitation to freelance/consultancy pool: Online CPD Content Developers

1. Summary

STEM Learning Limited ('STEM Learning') is seeking individuals with the necessary multimedia and design skills to support the creation of online learning materials on a freelance/consultancy basis. Individuals are invited to apply to join our consultancy pool of course content developers, to support development phases and ongoing multimedia editing tasks for our online courses on FutureLearn. Experience in professional development and online learning is desirable.

Two types of work package will be available to the pool.

1. Planned development work packages for new online CPD or course development.
2. Ad hoc requests with short turnaround times issued on a first-come first-served basis.

Individuals will not be employees of STEM Learning. Acceptance to the consultancy pool does not guarantee any contract for work. Acceptance onto the pool will last for one year.

Please note that applications from agencies are not accepted.

Applications should be submitted by **12 noon, 8 February 2019.**

2. Background

STEM Learning's vision is a world-leading STEM education for all young people across the UK. STEM Learning is the largest provider of support in the UK for STEM teaching and learning, through provision of continuing professional development, resources, STEM Ambassadors, online communities and other support, in partnership with a wide range of organisations and individuals.

Our online CPD programme comprises 20 online courses for teachers, technicians and volunteers working with young people. Our courses are provided via the FutureLearn platform, with most courses freely available and open to both UK and international participants. Our online CPD provides a flexible way for teachers, and others involved in learning and teaching, to access and undertake continual professional development alongside their daily practice, with emphasis on reflective learning and collaboration with peers. As our online CPD offer continues to expand, we are seeking experienced individuals to support the delivery of the programme to a world-leading standard.

3. Purpose of the Work

Online content developers will have the appropriate skills to create online learning resources to defined standards and design guidelines. Tasks will involve creation of Word document templates, editing of video footage, creation of graphics and proof reading. Specific tasks will be outlined in work packages advertised to the pool.

Planned development work for new online CPD may include:

- Writing up of course design workshops and preparatory material for development.
- Creating digital assets such as graphics, documents and videos.
- Repurposing existing assets for new courses and CPD, including editing of video footage and other multimedia.
- Proof reading, link checking and uploading course content.

Ad hoc work may include:

- Selecting the key learning points of resources and presenting them in an engaging way that supports professional development.

- Editing of videos, such as course mentor video diaries and educator question and answer sessions, including sound synchronisation and enhancement.
- Editing of templates, documents, transcripts, graphics.
- Filming at the National STEM Learning Centre in York or other locations.

Depending on work packages, the following software will be needed by the consultant in order to edit and return content in our supported formats (software is not supplied by STEM Learning):

- Camtasia Studio (9.0)
- Adobe Premiere Pro (updated to latest version via Adobe Creative Cloud)
- Adobe Illustrator (updated to latest version via Adobe Creative Cloud)
- Microsoft Word (2013 or higher)
- Microsoft PowerPoint (2013 or higher)

All course content must be created to adhere to accessibility guidelines (WCAG 2.1 AA) and FutureLearn guidelines (a copy will be provided). Courses are hosted on the FutureLearn platform and familiarity with Markdown would be advantageous.

4. Intellectual Property Rights

All intellectual property arising from any work package will be vested in STEM Learning.

5. Fees for work packages

Work packages will be costed on a case-by-case basis, with an hourly rate of £22-£40 per hour based on experience and task.

Individuals will be responsible for the payment of any national insurance contributions, income or corporation tax. As an independent contractor you will not have rights to any pension or other fringe benefits from STEM Learning.

6. Application requirements

Individuals should apply by sending a CV, a covering letter outlining how your skills and experience allow you to meet the purpose of work above, and evidence of prior online learning material development. Specifically applications must show:

- Ability to identify and communicate the key learning points of educational resources.
- Ability to create digital resources which conform to prescribed design standards, including the use of styles, formatting and Markdown.
- Experience of non-linear video editing, including an understanding of appropriate use of dynamic processing, noise reduction and colour correction.
- Manipulation of digital images and graphics.
- List of software you are experienced in.
- Attention to detail and methodical approach to quality assurance.
- Excellent written communication skills, spelling and grammar.

Individuals will need a broadband internet connection (recommended minimum 5mbps) and the Google Chrome web browser. Large files will need to be uploaded on a regular basis.

Individuals should provide names of two references prepared to act as referees, if required.

7. Application submission

The deadline for receipt of submissions is 12.00 noon on 8 February 2019. Late submissions will not be accepted. All submissions will be acknowledged with a notification of receipt.

An electronic copy of the proposal should be received in PDF format by this deadline. This is an electronic only submission process. All documentation must be submitted in PDF format; if required, as a single zipped folder no greater than 10Mb.

Evidence of prior experience should be no longer than 4 sides of A4 (excluding CVs). If the proposal exceeds this limit, information outside the limit may be disregarded.

Proposals should be emailed to: onlinecpd@stem.org.uk FAO Matt Cornock, Online CPD Coordinator, clearly stating **Application: Online Content Developer**. Please send from an email that you can receive further correspondence.

A decision will be made as soon as possible after receiving the application, with clarification by email if needed. Any questions for clarification should be emailed to: onlinecpd@stem.org.uk.

8. Acceptance to the pool

STEM Learning reserves the right not to award a contract. STEM Learning may undertake post tender negotiation in order to clarify proposals.

Upon acceptance, individuals will be required to:

- hold valid professional indemnity insurance for a minimum of £50,000;
- abide by STEM Learning's Information Security and Data Protection Policies;
- sign a Non-Disclosure Agreement;
- sign an Acceptable Use Policy Form;
- sign a Data Sharing Agreement.

Policy and guidance documents will be provided.

Acceptance to the pool will last for one year. Acceptance to the pool does not guarantee any work or contract with STEM Learning.

9. Enquiries

Enquiries about this invitation should be directed to:

Matt Cornock, Online CPD Coordinator

National STEM Learning Centre, University of York, Heslington, York, YO10 5DD

onlinecpd@stem.org.uk