

Application deadline: 25 May 2021

E-Learning Course & Portfolio Manager

ABOUT EIT URBAN MOBILITY

EIT Urban Mobility, supported by the European Institute of Innovation and Technology (EIT), acts to accelerate positive change on mobility to make urban spaces more liveable.

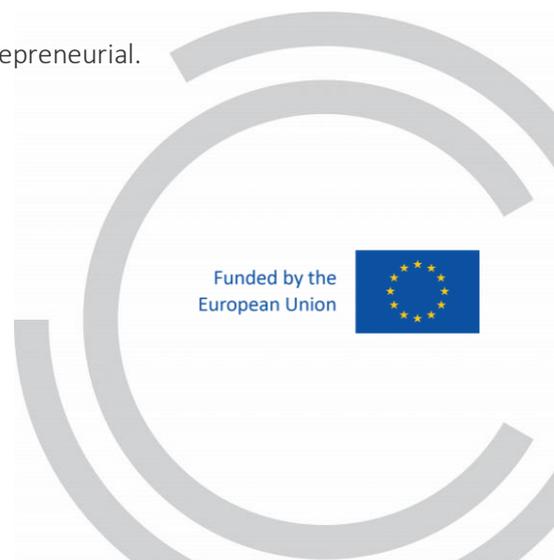
EIT Urban Mobility is an initiative of the European Institute of Innovation and Technology (EIT). Since January 2019 we have been working to encourage positive changes in the way people move around cities in order to make them more liveable places. We aim to become the largest European initiative transforming urban mobility. Co-funding of up to € 400 million (2020-2026) from the EIT, a body of the European Union, will help make this happen.

	<p>We create systemic solutions that will move more people around the city more efficiently and free up public space.</p>
	<p>We bring all key players in urban mobility together to avoid fragmentation and achieve more.</p>
	<p>We engage cities and citizens from the word go, giving them the opportunity to become true agents of change.</p>

ABOUT EIT URBAN MOBILITY ACADEMY

Our Academy is a collaborative arena for lifelong learning, helping to build critical capabilities for innovation and transformation. We are training the next generation of urban mobility practitioners, needed by the urban mobility ecosystem of the future. The EIT Urban Mobility Academy has three main areas: the Master School, the Doctoral Training Network and the Competence Hub.

Our programmes are intersectoral, interdisciplinary, international, and entrepreneurial.



ABOUT THE COMPETENCE HUB

The Competence Hub offers intensive programmes on hot topics in urban mobility and transport to work with professionals from different sectors, such as project managers, engineers, city executives and entrepreneurs, co-created by our partners in various locations in Europe. This lifelong learning initiative uses a variety of formats including light online material in a web-TV channel, online courses, in-project training, and co-creation work, as well as more conventional face-to-face seminars. It aims to train 50,000 people per year and to reach a total of 500,000 people per year through its online offers.

More information on the Competence Hub: <https://www.eiturbanmobility.eu/competence-hub/>

As you may see here on our e-learning course page: <https://www.eiturbanmobility.eu/competence-hub/e-learning-courses-competence-hub/>, we currently hold a portfolio of 10 Small Free Online Courses (SFOCs) and 8 Massive Open Online Courses (MOOCs), that are either hosted on external LMS platforms (proprietary, FutureLearn, Coursera, etc.) or on our own (currently we operate a Moodle-based LMS platform, <https://eiturbanmobility.smartlearning.global/login/index.php>). We aim to develop around 10 new SFOCs and 5-10 new MOOCs on a yearly basis.

MAIN DUTIES AND RESPONSABILITES

The E-learning Manager will support and report to the Head of the Competence Hub and the Academy Director. She/he will be in charge of the overall development strategy of the Competence Hub's e-learning course portfolio with respect to all "non-content" related subjects (platforms, providers, look and feel, interactions with participants, modalities, etc.) She/he will also ensure that all current Competence Hub e-learning courses operate smoothly, that all new e-learning courses are optimised from a learning experience, LMS and learning design perspective. She/he will also lead the development of new e-learning functionalities and revenue models. This position will therefore comprise:

- an operational dimension (supporting courses, partners, content providers, speakers, an increasing volume of learners, etc.)
- an instructional/pedagogical dimension (analysing/optimising the learning impact and learner experience of each course)
- a strategic/development dimension (identifying new providers, services, platforms, modalities, etc., defining and testing new services/functionalities and leading their implementation, deriving new collaboration and revenue generation models, etc.).

Tasks and responsibilities include:

- Monitoring/supervising the Competence Hub's existing e-learning programmes (SFOCs and MOOCs) and providing the necessary support/leadership to the Competence Hub team members

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and partners/subcontractors operating these programmes, so that all our current and future end-users/learners are fully satisfied.

- Supporting the creation of new e-learning courses that are either fully developed by our partners/subcontractors or jointly developed with us. In collaboration with our Project/Course Managers, and the partners/subcontractors involved, the E-learning Manager will focus on the usability and learning impact components of each e-course, to ensure that the overall learning experience is engaging, diverse, innovative, and impactful from an instructional point of view.
- Leading the definition and creation of new functionalities and “premium services” within our e-learning courses and platforms, that will provide new/different types of values to our learners and require specific resources/set-ups. Though the primary focus of the E-learning Manager will be to ensure the relevance of these new services from an instructional and operational point of view, revenue generation and profitability metrics will also be key.
- Once these premium services are defined, connecting with all the relevant providers, experts, developers, tutors, mentors, etc., to implement and operate these new premium services.
- Assisting the Head of the Competence Hub in the development of the strategic framework relative to our online courses, overseeing issues such as our hosting platform/LMS strategy or the development of new teaching methodologies and modalities.
- Supporting the integration of online educational activities in EIT Urban Mobility innovation projects and into all projects, including education in entrepreneurship.
- Building links with professional online training facilities/experts/providers/platforms across Europe and among our partners.
- Ensuring optimal synergies with other relevant online initiatives within the Academy Master School and Doctoral Training Network, the rest of EIT Urban Mobility as well as within the EIT Community (XKIC project).

REQUIRED KEY QUALIFICATIONS, EXPERIENCE AND SKILLS:

Qualifications:

- Master’s Degree in Media Pedagogy and Production, or equivalent training or working experience.
- Demonstrable knowledge regarding online course development, production and management utilizing a variety of modern methodologies and tools.
- Excellent written and spoken English (C1), additional European languages are a plus.

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Experience:

- At least 2 years of experience managing/overseeing the development of e-learning course portfolio(s) with a proven track-record of overcoming impact (number of learners) and/or financial (revenue generation) objectives.
- At least 5 years of experience directly designing, developing, delivering, and operating online learning programmes. Experience in e-learning and online training programmes and courses, that are preferably: asynchronous, revenue-generating, open, for professionals/executives.
- Demonstrable experience of working at strategic and operational levels, on the development and monetisation of new e-learning B2C services and features.
- Experience with managing different LMS platforms (Moodle, Wordpress, Coursera, EdX, FutureLearn, other proprietary platforms, etc.) and operating SCORM standards.

Skills:

- A doer as well as a thinker. The position will consist of around 70-80% of operational tasks and around 20-30% of strategic/conceptual tasks.
- Hands-on, result-oriented, organised, and pro-active.
- Capability and fluency in working with both academic and industry partners/providers.
- An extensive contact network within the e-learning industry.
- Well-developed presentation, communication, project-management, and negotiation skills.
- Motivation to work in fast-moving, innovative, and sometimes ambiguous environments.
- Team player who can work independently.
- A positive and 'can-do' mindset.
- Strong digital skills.
- Marketing and sales skills are welcome, but not required.

ELIGIBILITY

- Be a national of an EU Member State or an EFTA state¹; Or have a work permit to work in Spain.
- Enjoy their full rights as citizens².
- Excellent written and spoken English (C1), additional European languages are a plus.

¹ EFTA countries are Norway, Iceland and Liechtenstein as defined by as defined in Article 2 of the EEA agreement.

² Prior to the appointment, the successful candidate will be asked to provide a certificate of good conduct, confirming the absence of any criminal record.



JOB AND CONTRACT TYPE

Permanent Spanish employment contract (Full-time).

LOCATION

- The employee will be based in Barcelona, Spain.
- Possibility to homework up to 2 days a week.
- Travel to different countries in Europe can be part of the job.
- No relocation expenses are assigned for this role.

APPLICATION PROCESS

EIT Urban Mobility is an equal opportunity employer and values diversity. To build a strong digital Europe that works for everyone it is vital that we have diverse range of skills, knowledge and experience in the sector. Therefore, we welcome applications from anyone who meets the above criteria and encourage applications from women, ethnic minorities, and other underrepresented groups.

To apply for this position, please download the [application template](#) from EIT Urban Mobility website.

Complete the four elements of the application:

- 1) Personal **contact details**;
- 2) An **essential criteria** checklist;
- 3) A **Cover Letter** demonstrating how you match the skills defined in the job description – examples should be given. If you have prior experience in one or various of the following areas/tools, please make sure it is explicit in your application:
 - Designing, creating and operating e-learning programmes/courses, especially if asynchronous, revenue-generating, open, targeting professional audiences. If possible, please specify which courses you are talking about and provide relevant references, links, etc.
 - Designing, creating and operating “premium revenue-generating” features or services within elearning programmes/courses. If possible, please specify which courses/features you are talking about with relevant references, links, etc., and provide some estimates on the impact of these features (number of viewers, income generated, etc.).
 - Handling and operating different LMS platforms. If possible, please specify which ones;
- 4) A **curriculum vitae**.

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Follow the naming process detailed below:

- Format:** Save your completed application form in **one single file** in either PDF or Word format.
- File name:** Name the file according to the model “*first name_last name – EITUM_ELearning C&P Manager*”. For example, Joanna Smith would name the file, *Joanna_Smith EITUM_ELearning C&P Manager*.
- Email title:** The subject field should read “E-Learning Course & Portfolio Mgr. HR048-2021”.
- Send to:** Send your completed application to: recruitment@eiturbanmobility.eu.

Deadline for Applications: 25 May 2021

Data Protection Disclaimer

Your personal data will be processed with utmost care by the EIT KIC URBAN MOBILITY, S.L. or its subsidiaries.

The said processing will allow us to manage the recruitment of the offered positions, and more specifically:

- to enable you to submit your CV to apply for specific jobs;
- to match your details with the job vacancies and to eventually contact you;
- to retain your details and notify you about future job opportunities similar to the specific role for which you have contacted us;
- to answer your enquiries.

You can exercise your data protection rights, writing to recruitment@eiturbanmobility.eu.

You may find further information in the full GDPR Compliance privacy note for applicants available [here](#).

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