Senior Manager, Content Development

MADHI
Think. Question. Create.

Organisational profile

Madhi Foundation was established in 2016 as a non-profit organisation working in the education sector, committed to the cause of bridging the equity gap in education for children across India. The Foundation draws its inspiration from the Tamil adage, "vidhiyay madhiyaal vellalaam", which translates to, "*you can conquer destiny with intellect (madhi)*".

We truly believe that an equitable and purposeful education can be a great leveler and open many a door for all children – regardless of their background; we believe that an excellent education ought to equip children with the ability to **think** deeply and rationally, to ask **questions** and remain curious about the world around them, and emerge as **creators** and innovators of ideas, solutions and life paths of their choice.

Vision

"To make excellent education a reality for every child."

Mission

We evolve context-specific and scalable ideas to address the crisis of learning achievement gaps among children, and synergise with critical stakeholders in the public and affordable private education ecosystem to catalyse enduring impact.

Profile Summary

Madhi in collaboration with the Sarva Shiksha Abhiyan (SSA) Tamil Nadu implements the Literacy and Language Development Programme (LLDP) across several districts in the state to build the capacities of teachers in government primary and middle schools. Madhi also implements its flagship programme – The Transformational Academic Programme (TAP) – across 15 Greater Chennai Corporation schools. Madhi is conceptualising a platform that will act as a resource bank for teachers and teacher coaches across the State, working in under-resourced context. Madhi is also involved in the curriculum and textbook revision process in partnership with State Council for Educational Research (SCERT) Tamil Nadu to enrich textbook content.

The Senior Manager, Content Development will be responsible to manage content design and delivery of content (lesson plans, worksheets, supplementary audio-visual material, training collaterals, MOOCs) required for the projects, and ensure its successful implementation by collaborating purposefully with the Director and other sub-vertical leads in the process.

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Responsibilities

- **Ideation:**
  - Lead the vision-setting process for the content to be used for all of Madhi's programmes
  - Ideate with the project team and arrive at a clear narratives for content offerings for LLDP and TAP
  - Storyboard for digital content design required as part of LLDP
  - Ensure the content framework is closely aligned with the state syllabus, expected learning outcomes and takes a rational and scientific approach to achievement of learning outcomes
- **Execution:**
  - Observe classrooms/trainings to increase understanding of the context and continually work on creating relevant content
  - Work with the Manager, SCERT to ensure the content design for the textbooks are rigorous and scaffolded
- **Planning, coordination and monitoring**
  - Plan logistics for digital content design (choice of software, hardware testing, aesthetics etc)
  - Create effective planning, coordination and monitoring mechanisms that would ensure timely delivery of the programme
  - Oversee the content creation process and ensure its smooth progress
  - Manage, assign and delegate deliverables (print, audio visual, MOOCs and physical) effectively and ensure the team adheres to deadlines
  - Estimate work and effort meticulously and ensure the team's bandwidth is managed effectively
  - Troubleshoot content-related issues (especially with digital content creation) as and when they arise and escalate as and when necessary
  - Coordinate with other verticals that collaborate with Content and ensure information flows seamlessly among them.
- **Organisational development and team management**
  - Work with the Manager, HR and the Director to create and follow structures that will enable the content team to feel supported at work
  - Create professional and personal development opportunities for content team members aligned to their interests and inclinations
  - Ensure positive team dynamics and a deep belief in the organisation's core values and culture.

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Knowledge, Skills and Mind set

- Strong theoretical grounding in content development and awareness of best practices in content development for improving foundational literacy and numeracy skills among primary graders
- Competence in creating/reviewing content – arriving at learning objectives, designing lesson plans, charts/flashcards, MOOCs, training handouts, supplementary readers and audio-visual materials
- Competence and technical expertise in creating, reviewing and troubleshooting for digital content (from storyboarding to screen testing)
- Knowledge of Tamil – spoken *(mandatory)* and written *(desirable)*
- Expert level proficiency (written) in English
- Possess excellent knowledge of Microsoft Office Suite and Google products (calendar, tasks etc.) and project management applications
- Exceptional time management and organisation skills
- Most importantly, be hopelessly passionate about the education sector!

Education and Experience

- Either a post-graduate degree (any discipline), or an undergraduate degree with certificate course in education
- At least 5 years experience of working in content development (in any capacity). At least 7 years of total work experience.
- At least 2-3 years experience in developing content for capacity building programmes for teachers and education administrators
- Experience of having managed a project team of at least 3 to 5 people

Application Process

If you feel excited with and are keen to apply, we request you to:
- Send an email to info@madhifoundation.org with the role you are applying for as the subject of the email.
- Please include your resume and covering letter.

The selection process at Madhi is as follows:
1. Informal telephonic chat with the CEO
2. Pre-work submission
3. School visit with a team-member
4. Technical interview with the Vertical Head
5. Coffee chat with a prospective team member