

Director of Education and Product Content

London

The Role

We're recruiting for a Director of Education and Product Content, who has a passion for education and the creative media sector. We are looking for someone who understands what our education and commercial clients, both existing and potential, require from us to help them meet the growing need for talent. The Director will lead a team responsible for producing the content needed to educate and support both education and commercial customers throughout their lifecycle with the company.

The successful candidate will have 5+ years in a senior, customer focused role with a proven track record in education, marketing or business development. They will also have first-hand experience of creating technical content to support customer education as well as experience implementing comprehensive product adoption strategies.

As part of the marketing leadership team, the Director of Education and Product Content will work collaboratively with sales, product, engineering, and customer support teams. The ultimate objective will be to grow the value of the education program and deliver the technical product content that will support our commercial business growth and ambitions. The content program will include curriculum for education institutions, product documentation, video content, tutorials, and knowledgebase articles.

This role is suitable for someone who is:

- Client facing
- Collaborative
- Multi-disciplinary
- Creative
- Solutions focused

The Responsibilities

- Own the education vision, mission and strategy to serve students and education institutions, existing and potential customers
- Oversee the creation of all educational content, curriculum, technical product documentation, video tutorials, training materials, and sales collateral
- Develop and foster positive and professional relationships with customers, partners and key associations, attending and speaking on behalf of the company at events and trade shows
- With deep understanding of the needs of the market, implement strategies and initiatives to ensure the relevance, growth and sustainability of the education program
- Manage a team of Technical Authors and Content Creation Specialists, ensuring the required content is produced to support the product portfolio
- Manage external suppliers and partners in the creation and delivery of technical product content
- Determine a framework for technical content including a style guide and quality metrics to ensure a consistent experience for customers across formats that aligns with Foundry brand guidelines

- Manage key education initiatives including the collaborative content program, authorized training partner network and certified training program
- Lead expansion in new markets as well as continued growth from existing clients
- Partner with Marketing team leadership to devise campaign strategy, marketing materials and tools to support the education program and new business growth targets
- Manage interdepartmental relationships to ensure all parts of the business are aligned to and can support the education programs objectives
- Present annual Education and Product Content plan, suggestions for improvement, market research, and analysis to the Executive team
- Analyze existing approaches and components of the education and technical content program, making changes where appropriate to support the delivery of the overall revenue target

The Requirements

- Proven expertise in the planning, execution and leadership of new business strategies
- Creative instinct and ability to think laterally about new business planning
- Ability to develop and deliver range of services and technical content in line with business vision
- Experience leading technical content production across formats (written, video, tutorial, and contextual help)
- Excellent verbal and written communication skills as well as proven editing skills
- Extraordinary attention to detail and proven ability to deliver the highest quality of work
- Must be an independent self-starter with a strong sense of urgency
- Capacity to juggle multiple priorities effectively within a fast-paced environment
- Demonstrated ability to work collaboratively and adaptive to working with all disciplines within the company
- Proven management and leadership experience
- Experience in a creative industry or knowledge of the media and entertainment industry a plus
- Ability to travel as needed

Applying

If you meet the criteria, are eligible to work and are interested, please send your covering letter, CV, salary expectations and notice period to jobs@foundry.com with the subject "Director of Education and Product Content".

About Foundry

Foundry designs creative software technologies used to deliver award-winning visual effects and 3D content for the design, visualisation and entertainment industries. Foundry's software advances the art and technology of visual experience in partnership with creative leaders across the globe. It enables clients like Pixar, Mercedes-Benz, ILM, Weta Digital, The Moving Picture Company and Sony Pictures Imageworks to turn incredible ideas into reality by solving complex creative challenges.

The company was founded in 1996 and is headquartered in London, with 300 staff based across offices in Silicon Valley, Los Angeles, Shanghai, Austin and the UK. Foundry consistently invests in R&D to provide more efficient ways for its clients to bring visual concepts to life.



In 2015, the London Stock Exchange named Foundry one of its “1000 Companies to Inspire Britain.” It regularly features in The Sunday Times’ Tech Track as one of Britain’s fastest-growing private technology companies, most recently in 2016 when it also won the Excellence in Service Award at the International Track 200 awards. Every single film nominated for the Academy Award for Best Visual Effects in the last five years was made using Foundry’s software.