

Multimedia Lead – eLearning/eContent Development

Hiring organization
Ammachi Labs

Employment Type
Full-time

Date posted
November 7, 2024

Description

Ammachilabs is dedicated to advancing learning through engaging and innovative digital content. We create impactful eLearning experiences and resources that combine top-tier educational design with cutting-edge multimedia. As we continue to grow, we are seeking a skilled Multimedia Lead to manage and guide our multimedia team in developing high-quality eLearning content and resources.

Position Overview:

The Multimedia Lead will be responsible for leading a team of multimedia designers, animators, and developers to create visually compelling and interactive eLearning materials. This role requires expertise across various multimedia domains, including video production, graphic design, animation, and audio editing, with a focus on quality, consistency, and user engagement. The ideal candidate will have a strong background in multimedia production and the ability to manage the entire content development lifecycle from concept to deployment.

Responsibilities

Key Responsibilities:

1. Project Leadership and Planning

Oversee multimedia production for eLearning and eContent projects, from concept to delivery, ensuring adherence to timelines and quality standards.

Collaborate with instructional designers, subject matter experts, and content writers to align multimedia assets with learning objectives and audience needs.

Develop project schedules, resource allocation plans, and quality benchmarks, and track progress against project goals.

2. Creative Direction and Quality Assurance

Guide the creative process, providing direction for visuals, animations, and interactivity that enhance the learning experience.

Ensure multimedia elements meet brand guidelines and are consistent in quality, style, and instructional effectiveness.

Conduct regular reviews, providing feedback and ensuring that team output aligns with project objectives and educational standards.

3. Team Development and Mentorship

Lead, inspire, and mentor a team of multimedia professionals, fostering a culture of creativity, skill development, and collaboration.

Facilitate knowledge-sharing within the team, keeping them updated on the latest multimedia tools, techniques, and industry trends.

Conduct performance evaluations and support professional development for team members, encouraging growth in both technical and creative skillsets.

4. Innovation and Process Improvement

Stay updated on multimedia trends and emerging technologies in eLearning, implementing relevant advancements into project workflows.

Identify and introduce process improvements for multimedia production, including software, tools, and collaboration methods.

Lead R and D efforts to explore and test new multimedia approaches, such as VR, AR, interactive video, and gamified elements, that can enhance eLearning engagement.

Qualifications

Bachelor's or Master's degree in Multimedia, Digital Media, Graphic Design, Animation, or a related field.

7+ years of experience in multimedia production, with a strong portfolio demonstrating expertise in video production, animation, graphic design, and audio editing for eLearning or digital content.

Proven experience in a leadership or management role, preferably in an eLearning or content development environment.

Proficiency with multimedia software such as Adobe Creative Suite (After Effects, Premiere Pro, Photoshop, Illustrator), Articulate Storyline, Captivate, and other authoring tools.

Strong understanding of UX/UI principles, learning theories, and accessibility standards in eLearning.

Excellent project management skills with a demonstrated ability to balance creativity with deadlines and resource limitations.

Exceptional communication and leadership skills, with the ability to guide teams and build strong cross-departmental relationships.