

## **CSIA EDUCATIONAL CONTENT CREATOR DETAILED JOB PROFILE**

Job Title: CSIA Educational Content Creator  
Reports to: Products and Education Manager  
Status: Permanent, full-time position

### **SUMMARY**

Reporting to the Products and Education Manager, the Educational Content Creator is responsible for the development, production, and management of CSIA's digital learning assets. This role plays a critical part in translating CSIA's technical standards and the Canadian Teaching Approach into engaging, accessible, and high-quality educational content, including eLearning modules, instructional videos, manuals and other educational resources.

### **KEY RESPONSIBILITY**

- Creates and produces educational material to support CSIA certification pathways and educational programs destined for program participants and members. This includes but may not be limited to:
  - designing and developing eLearning modules;
  - scripting, filming, and editing of instructional video shared through various platforms (e.g.: YouTube, CSIA website, members online profile, etc.);
  - developing/updating and formatting of educational manuals and technical reference documentation and tools (digital or paper format);
  - Capturing video and photo content (on snow) that aligns with CSIA standards, to be used in the creation of educational materials or promotional material.
- Ensures alignment with certification standards and teaching methodology, as well as consistency in messaging and terminology across all educational assets (Canadian Teaching Approach).
- Translates ski instruction technical and teaching concepts into clear, and engaging learning materials.

- Gathers feedback from various stakeholders (staff, Course Conductors and subject matter experts) to reach acceptability and consensus on material being developed.
- Ensures that all educational materials are available in both French and English upon material release to the members and/or stakeholders.
- Organizes and maintains proper asset content libraries (video, photos, documents, etc.) to ensure it is identifiable, current and easily accessible by colleagues and collaborators, as required.
- Collaborates with the CSIA Marketing and Communication department to ensure that all our educational material respects the CSIA branding guidelines.
- In collaboration with the Administrative Department, secures the collection and proper archival of all necessary participant waivers, authorizations, copyright permissions, and media licenses before the project completion/publication, to observe strict adherence to legal rights.
- In collaboration with the CSIA Complaints Officer, validates that participants portrayed in CSIA educational material are not currently under review that may affect CSIA liability and reputation.
- Conducts additional tasks that may be required from time to time as directed by the Products and Education Manager.

## **QUALIFICATIONS**

- Studies in audio-visual technology, communication, and/or digital media; or strong experience in these areas.
- Experience in digital content creation or instructional design.
- Proficiency in video capture (including skiing action video) and post-production (with usage of Adobe software or other similar software).
- Strong writing skills and experience writing instructional content.
- Experience in development of eLearning material.
- Knowledge of ski instruction.

## **REQUIREMENTS**

- The successful candidate will be required to undergo an Enhanced Criminal Record Check and/or vulnerable sector check, safe sport training and other screening requirements.
- Travel will be required within Canada and on occasion, overseas.
- A valid Canadian driver's license is required.

## **CORE COMPETENCIES**

- Interpersonal and Communication Skills
- Membership and Stakeholders Focus and Quality of Service
- Decision Making and Initiative
- Conflict Management

## **JOB SPECIFIC COMPETENCIES**

- Attention to detail
- Creativity in digital storytelling
- Organization and asset management
- Strong collaboration and team member skills
- Adaptability

## **WORKING CONDITIONS**

- Working conditions consist of a remote office working environment. If applicable, some work is performed in an alpine ski environment requiring the requisite level of fitness. Work will require a flexible work schedule (weekends, evenings, etc.).
- When applicable, visibility requires maintaining a professional appearance and providing a positive company image to the public.