



## **Job Description**

**Title:** Product Development Specialist I

**Status:** Full Time, Exempt

**Effective Date:** July 1, 2022

### JOB SUMMARY:

Under the supervision of the Great Kids Product Development Manager, this position is responsible for writing and developing Great Kids® curricula and training materials, develops “Competency Building Products” for new and existing partners, utilizing web-based and traditional educational materials.

### PRINCIPLE DUTIES, RESPONSIBILITIES, AND JOB FUNCTIONS:

1. Works with Great Kids’ Product Development Team to write and create conversation guides and other supporting materials for curriculum manuals as well as Great Kids’ media and online professional development products, such as blogs, videos, educational training/webinars, “Best Practice Competency Building” e-newsletters, and podcasts.
2. Reviews research and expert recommendations and uses this information to create detailed outlines that guide product development.
3. Develops and maintains relationships with existing partners, with a focus on retaining their interest in and building their competencies for using the Growing Great Kids® Curriculum and associated product lines with fidelity.
4. Provides Growing Great Kids® Curriculum consultation as needed.
5. Markets Great Kids products at national conferences as needed.
6. Works with other staff in planning Great Kids® Certified Trainer and GGK® User Institutes.
7. Uses computer software to author materials including but not limited to Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, OneDrive, OneNote, SharePoint), Adobe InDesign, Articulate 360, Camtasia or other video editing software, Zoom, Smartsheet, and online learning management systems.

### ADDITIONAL:

1. All other duties as assigned.
2. Contributes and manages progress towards the GKI strategic goals in areas of job and organizational responsibility.
3. Maintains current knowledge of the field and skills related to areas of responsibility.
4. Maintains professional documentation in hard copy and electronic files, per GKI procedural guidelines, for all areas of responsibility.

5. Able to travel nationally and internationally, as required, to meet job requirements. Has all required travel documents.
6. Manages and communicates progress towards GKI strategic goals in areas of responsibility.
7. Attends and participates in all GKI team meetings.
8. Some after-hours and weekend work required to meet project demands or tasks assigned.

#### EDUCATION:

Minimum of Bachelor's degree (Master's Degree Preferred) in Education, Social Work, Family Counseling, Infant Mental Health, Psychology, Human Development, Public Health, or related field.

#### PROFESSIONAL EXPERIENCE:

1. At least two years of experience using GKI product lines, Growing Great Kids, Parent Survey, Integrated Strategies, or GKI Technical Assistance – Quality Improvement preferred.
2. Minimum two (2) years of experience in training, higher education or in the field of adult learning.

#### KNOWLEDGE, SKILLS, AND ABILITIES:

1. Accurate, thorough, timely and reliable work performance.
2. Demonstrates skills for prioritizing and completing multiple tasks per required timelines.
3. Superior computer competencies in Microsoft Office Suite software. Ability to quickly learn new software systems as required, including but not limited to: learning management systems, customer relations management software, project management software.
4. Demonstrates professional judgment in responding to potentially sensitive situations for GK, by assessing a situation from several perspectives, considering various alternatives, and choosing the appropriate course of action, while maintaining due respect for the interests of all those involved, including protection of the appropriate interests of Great Kids. Consults with Manager or Director regarding sensitive situations for support and guidance.
5. Respectful of the needs and concerns, including privacy of co-workers, customers and others. Practice of Strength-Based and Solution- Focused communication with co-workers, business contacts, and customers. Advances the morale of GK Team through strength-based interactions and a positive attitude.
6. Demonstrates flexibility and a positive attitude when priorities shift and workload is heavy.
7. Strong, effective team player.

8. Pleasant telephone skills.
9. Effective written and verbal communication skills.
10. Effective troubleshooting and critical thinking skills.
11. Ability to deliver criticism and correction, where appropriate, in a respectful and constructive manner.
12. Bilingual in English and Spanish desired.
13. Extensive knowledge of research and societal impacts of infant and child development, infant and adult mental health, parenting practices, family dynamics, child abuse and neglect, domestic violence, substance abuse, and motivating for behavior change, prevention and home visiting.
14. Strong understanding of current peer-reviewed research in the fields of education, home visiting, and human development and an ability to interpret this research and write about it using language that is easy for individuals of varying education levels to understand.
15. Ability to read and evaluate written text for grammatical and typographical error and rephrase written text to ensure document structure and content are consistent.
16. Ability to liaise with writers and editors to determine the composition of specific texts in a document.
17. Experience with software specific to publication of written and online materials (In-Design, Articulate, Camtasia, other authoring tools, and learning management systems) preferred.

POSITION LEVEL: Level 1

At Level 1 status, the employee will demonstrate the ability to respond to problems and show proficiency as per the following criteria:

- The employee can successfully complete tasks as listed in the job description. Help from an expert may be required from time to time, but the employee can usually perform the skills independently,
- The focus on this level is on applying and enhancing knowledge and skills,
- Can apply competencies to situations occasionally while needing minimal guidance to perform successfully,
- Can understand and discuss the application and implications of changes to processes, policies, and procedures, practices, and functions, and
- Assist in the development of reference and resource materials for the team and the organization.

WORKING CONDITIONS:

Virtual office position if candidate resides outside Wausau, WI. Must have access to reliable internet and phone service—a dedicated space, free from distraction and professional in appearance. Must comply with the Remote/Work from Home Policy.

Generally, good working conditions with little or no exposure to extremes in noise, temperature, or health hazards.

**PHYSICAL AND MENTAL DEMANDS:**

Typically works in an office environment and is a sedentary position with the required ability to sit or frequently stand throughout the day. The position requires the ability to occasionally move around workspaces and the office. This position must constantly operate a computer, phone, and other office productivity equipment. The person in this position frequently communicates with the Leadership, staff, and partners of GK.

Moderate physical efforts that may be required for this position include reaching, stooping, bending, kneeling, and stocking/organizing products, supplies, or training/job-related materials.

**GENERAL:**

This job description describes the general nature and level of work performed by employees assigned to this position. It does not state or imply that these are the only duties and responsibilities assigned to the job. The employee may be required to perform other job-related duties as requested by their Supervisor. All requirements are subject to change, over time, and to possible modification to reasonably accommodate individuals with a disability.

I hereby certify that I have received, read, understood, and will retain a copy of this job description.

**EMPLOYEE:**

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**MANAGER/DIRECTOR**

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_