

Media & Learning Association is hiring a

Director (M/F/X) of the Media & Learning Association

Full-time position (38h/week) although 80% is also a possibility

The organization headquarters is located in Belgium, currently in the region of Leuven.

The Media & Learning Association ivzw/iasbl

The Media & Learning Association (MLA) is an international members association dedicated to advancing the use and understanding of digital technology and media in education through the strategic educational use of media and digital technologies across all levels of education and the enhancement of digital and media literacy. We promote and foster innovation and creativity in teaching and learning by empowering educators, students, and institutions with the necessary competencies to effectively integrate media and digital tools into their daily practices.

Our focus spans two main critical areas:

- the use of media in (higher) education
- digital and media literacy.

We aim to be at the forefront of identifying and sharing best practices, supporting the development of digital and media literacy strategies and networks, and inspiring innovative solutions to enhance pedagogical approaches through media-based tools and services. We align our objectives with the European Union's vision of promoting a digitally enabled education approach and combating disinformation.

With over 90 members in 24 countries, MLA is an international not-for-profit organisation, legally registered in Belgium. It operates through a voluntary 12-person board of management (the Board) elected by its members and led by the President, who is currently **Sonia Hetzner**, University of Erlangen-Nuremberg, Germany. The Board is responsible for the overall direction and strategy of the association. Day-to-day management of the association is the responsibility of the MLA Secretariat which is currently located in Boutersem, Belgium. The current level of employment in the Secretariat is 3 full time equivalent.

The activities of the association can be summarised as follows:

- Organisation of the annual [Media & Learning Conference](#) which is run each year in collaboration with partners who have included in the past the Flemish Ministry of Education and Training and KU Leuven.
- Organisation of a full schedule of [online events](#) including webinars and workshops as well as online meetings with MLA's Special Interest Groups (SIGs) on a variety of relevant subjects.
- Organisation of the annual [MEDEA Awards](#), which recognises excellence in the use of media to support learning aimed at all producers of educational media.
- European project facilitation and knowledge sharing service for its members including network facilitation. This includes participation in European supported projects and activities on topics related to the innovative use of media in teaching and learning.

- News and information services which includes our popular [newsletter](#) sent to over 10,000 recipients each month.
- Surveys and research activities which are carried out on occasion to gauge members and others' opinions and experiences in specific areas of interest.
- Development of policy insights on relevant themes whereby MLA systematically gathers and synthesises lessons learned, experiences, and expertise from its members. It actively contributes to policy debates at both local (institutional) and European levels by sharing survey findings and reports, organising events, and fostering collaborative feedback.
- Organisation of [Special Interest Groups \(SIGs\)](#) for our members on specific relevant topics such as AV, extended reality (XR), artificial intelligence (AI) in higher education and teacher training in digital media literacy.

The function of Director

Arising from the expansion of the MLA and its activities, The Board of MLA is seeking to recruit a Director for the association (full time or 80%). The role of the successful candidate will be to lead and develop the association in fulfilling its role as a member-driven network promoting the importance of the value of media, digital technology and digital and media literacy for learning at all levels of education and training.

The Director is responsible for leading the Secretariat and reports directly to the Board. You will have overall responsibility for the day-to-day operation of the Secretariat and will represent MLA with third parties, stakeholders, and in public, to promote the specific role and expertise of the association and its members.

You will be responsible for

- **Strategic Management** including the development and implementation of the annual plan developed together with the Board and Secretariat staff. This also includes the development, implementation, and management of effective communication, administrative and financial systems for monitoring and improving the effectiveness, efficiency, quality and impact of the association's activities.
- **Business Development** including creating and maintaining the business plan and strategic planning of the organisation, in conjunction with the Board, with a view to ensuring the financial stability and growth of the association. This also includes ensuring the association conforms to all legal requirements in close collaboration with the Secretary of the Board.
- **Staff Management** through the supervision of staff, interns and external collaborators ensuring effective support, guidance and conflict resolution where necessary.
- **Financial Management** including the maintenance and strengthening of relationships with current funders as well as seeking new funding opportunities. This also includes monitoring the financial situation of the association and ensuring financial viability, and taking prompt, corrective action where required.
- **Membership Management** to ensure both a deepening of the relationship with current members as well as a widening of the membership base of organisational, networking and sponsoring members.
- **Communications Management** including the development and maintenance of an effective strategy to ensure all MLA channels support the work of the association in the best manner possible.

- **Project Development** including the initiation of project proposals, scanning the project funding environment for funding and partnership opportunities, engaging with members and external agencies for opportunities to have the MLA included in projects as a partner. Managing relevant projects and participating and contributing to projects where necessary and/or required.

Profile specification

The MLA Director is expected to have a track record and credibility in the NGO and/or not for profit Sector, including but not limited to higher education, teaching and learning, media literacy, and funded project management. The MLA Director is expected to be a self-starter and will be able to show evidence of the following capabilities and experience:

Domain knowledge and experience - the successful candidate should demonstrate a good knowledge of the media education and/or the media in education sectors in Europe, preferably having held a senior role in a relevant organisation.

Leadership & Stakeholder Engagement skills - the successful candidate should have a good grasp of stakeholder management within a variety of different organisations across the EU-policy landscape.

Communication competence - the successful candidate should possess excellent interpersonal and communication skills, able to represent MLA in high-level and complex settings and have a high proficiency level of English.

Proven operational and project management skills - the successful candidate should demonstrate excellent operational management skills being able to work with others to deliver project outcomes on time and to a high quality and to identify and introduce improvements to existing processes.

Innovative and strategic vision - the successful candidate should have the ability to develop and introduce strategies to ensure the growth and stability of MLA in accordance with members' interests.

Key contract terms

Employer: The employer will be the MEDEA: MEDIA & LEARNING ivzw

Legal Location of Contract: The contract of employment will be in accordance with Belgian Law

Work Location: From the summer in 2025, the MLA office is expected to be located in Leuven. The Secretariat works as flexibly as possible and home-working is facilitated.

Reporting Relationship: The Director will report to the Board, through the Officers (President, Secretary & Treasurer)

Terms and conditions including rate of pay will be in accordance with norms defined for the NGO sector in Flanders, Belgium namely Paritair comité 330, for more information (in Dutch) please visit this [site](#).

How to apply

Applications in the form of a motivation letter with a comprehensive CV should be forwarded to vacancies@media-and-learning.eu on or before 29/11/2024.

It is expected that shortlisted candidates will be interviewed remotely in the first weeks of January 2025.

Enquiries about this position can be directed to **Sonia Hetzner**, vacancies@media-and-learning.eu.