Lead Instructional Designer

Job description and person specification

Accountable to: Senior Learning and Development Manager

Purpose of the role

The purpose of this role is to support the provision of the organisation's *'Better Lives for More People'* strategy, through the editorial oversight of our approach to learning design. This includes setting design principles, quality assurance and establishing consistent standards across the range of specialist lead areas.

The post-holder will report to the Senior Learning and Development Manager. You will provide expert guidance across the department on the practical and logistical implications of providing a range of learning resources and solutions.

You will also have responsibility for creating content and resources using instructional design expertise, and developing, and advising others on developing blended learning solutions, where appropriate.

You will be the main developer of any in-house e-learning that we produce, following a consultancy approach to ensure that we respond effectively to identified needs. You will work in partnership with subject matter experts (SMEs) to deliver the design and development of highly engaging learning products.

The post-holder will also maintain their own knowledge and understanding of good practice in learning design. You will advise and train others in the L&D team on the potential of these approaches to help solve learning challenges and deliver our strategic aims.

In addition, the post-holder will also conduct regular testing and gather user feedback to maintain the accessibility of learning resources to our wider workforce.

You will line manage the Learning Facilitator.

Core duties

- Work with Leads and others in the department to closely understand learning needs from different parts of the organisation, recommending and as necessary designing suitable responses.
- Use learning consultancy skills to work with subject matter experts and other colleagues to clarify any identified needs.

- Advise on appropriate learning design techniques and approaches, drawing on recognised good practice and an understanding of how people learn.
- Develop, and support others to develop effective blended learning solutions and campaigns, as appropriate.
- Advise on the most suitable methods and approaches to instructional design using online learning methods.
- Produce a range of learning resources to meet identified needs, as necessary and directed by the Learning Programmes and Resources Manager.
- Line manage, coach, mentor and develop the Learning Facilitator.
- Advise on how to improve and modernise existing learning resources and courses in line with established good practice and own expertise.
- Advise on developing learning experiences rather than just courses and resources. E.g. this might include using learning design tools and systems to promote and nurture collaborative learning.
- Produces range of accessible performance support resources and tools as part of toolkit of methods (e.g. checklists, guided notes).
- Work in close partnership with the Digital Learning Lead to ensure that any digital content is in line with our approach to digital learning.
- Working in partnership with the Qualifications and Assessment manager to test and develop appropriate modes of assessment within their design work.
- Quality assure learning materials and resources where required.
- Ensure the ongoing accessibility of any programmes and content, to meet a wide range of needs for diverse groups.
- Works with others in the department to develop comprehensive approaches to the measurement of the effectiveness of any learning solutions, to demonstrate business impact

Please note:

This job description is not exhaustive and reflects the type and range of tasks, responsibilities and outcomes associated with the role.

In additional to the above you are expected to:

- Undertake other duties from time to time as required by your manager or Head of Department / Director.
- Maintain confidentiality in accordance with our data protection policy and procedure.
- Work on an agile basis between your home and the Company's offices and/or any other locations as is reasonably required

Person specification

Please use this in conjunction with the advertised requirements. The final column indicates how we will tell if you have provided evidence of the required criteria. Criteria considered from the application form will be marked Shortlisting, those reviewed when we meet you will be marked Interview and those considered via assessment at interview will be marked Test.

Qualifications		
Undergraduate degree qualification or equivalent	Desirable	Shortlisting
Relevant learning and development/ qualification	Desirable	Shortlisting
Relevant management qualification	Desirable	Shortlisting

Experience		
Experience of supporting and managing online learning platforms and learning management systems and streamlining them to create the most effective learner experience	Essential	Shortlisting/ Interview
Experience of providing, customising and reporting on digital learning resources	Essential	Shortlisting/ Interview
Track record of working with digital learning suppliers and vendors	Essential	Shortlisting/ Interview
Experience of staff supervision, coaching, objective setting and ongoing performance management	Essential	Shortlisting/ Interview / Test

Skills		
Experience of working with a range of e-learning packages and applications and an understanding of HTML5, SCORM and APIs in relation to digital learning	Essential	Shortlisting/ Interview/ Test
Experience of video production, both filming and editing.	Essential	Shortlisting/ Interview

Project planning and management – experienced at designing and delivering learning projects to agreed timescales	Essential	Shortlisting/ Interview
Able to communicate clearly and effectively in written and verbal forms	Essential	Shortlisting/ Interview
Simplifying the complex in the most effective way possible	Essential	Interview/ Test
Excellent partnership-working and influencing skills	Essential	Interview

Knowledge and understanding		
Active interest and working knowledge of current trends in learning technologies	Essential	Shortlisting/ Interview/ Test
Sound understanding of social care and issues facing our sector	Essential	Shortlisting/ Interview/ Test

Attributes		
Self-motivated and confident in using own initiative / producing results without close day-to-day supervision.	Essential	Interview
Ability to engage with / decode complex subject matter	Essential	Interview/ Test
Demonstrate a can-do attitude	Interview	Test
Ability to be innovative and bring new ideas to the team	Essential	Interview
Collegiate, flexible, agile, natural team player	Essential	Interview
Able and willing to travel within the UK as appropriate	Essential	Shortlisting/ Interview