

JOB DESCRIPTION

Job Title: Digital Learning Experience Designer

Directorate & Section/Unit: Chief Executive Unit – HR, Digital and Communications

Reporting to: Digital Learning Design and System Manager

Responsible for: N/A

Salary Grade: SO1

DMA Management Level: Frontline

Number of Direct Reports: N/A

Our People Values:

To uphold and act in accordance with Worcestershire County Council's values:

- **Customer Focus** - Ensure delivery of a high-quality service which meets the needs of customers
- **Can Do Culture** - Be proactive to achieve excellence, finding solutions and creative ways of working
- **Freedom within Boundaries** - Make constructive change through cohesive decision making, ensuring services are responsive.

Purpose of job:

- Plan concepts, design, and create and effective and engaging e-Learning content and digital learning resources across a range of subject areas using recognised instructional design techniques, incorporating modern creative designs and interactivity to make our content best in class.

Main Activities & Responsibilities

- Utilise instructional design principles, adult learning concepts, and performance improvement processes to analyse, design, develop, and implement instructional materials that achieve business objectives.
- Collaborate with key stakeholders across the organisation (all Council directorates, and all levels of Seniority) to determine scope of instructional needs and create learning objectives that drive performance and are consistent with internal standards and best practices.
- Act as key digital content and lead business partner with a specific area of the organisation as defined by the Manager.
- Work closely with subject matter experts and the Manager to define and document course objectives and to outline and storyboard courses, produce scripts and e-Learning content to a defined internal process.
- As directed by the Manager become a subject matter expert (SME) in specific elements of instructional design to enable the team to become best in class
- Manage relationships with subject matter experts to make sure content is accurate and subsequently signed off
- Using “raw” content from customers devise plans and solutions for digital learning products.

- Provide feedback to customers on their content to enable an environment of continuous learning
- Using own initiative suggest digital learning solutions to meet the needs of customer requirements.
- Work closely with the Manager and data coordinator to promote and administer the Learning Management System (LMS).
- Source and create bespoke interactive media assets including graphics, video, and audio within agreed timescales.
- Take the lead on specific projects as determined by the Manager such as performance review digital products twice a year.
- Implement all relevant digital aspects of the overall Workforce Strategy and any specific L&OD elements
- Mentor and support colleagues in the team sharing best practice and knowledge
- Identify continuous improvement opportunities to ensure efficient delivery of high-quality materials.
- Deal appropriately with matters that may arise when reviewing or adapting work authored by others which can at times be difficult and contentious, escalating to the Manager where appropriate.
- Support the data coordinator to generate and analyse required reports, surveys, and evaluation documentation working collaboratively where necessary with the data coordinator and manager.
- Ensure end to end processes are adhered to as agreed across the team.
- Participate in team meetings at the close of each project to ensure that lessons learned inform all new projects.
- Using skill and experience support customer requests ensuring that the right solution is suggested.

Generic Accountabilities:

- To maintain personal and professional development to meet the changing demands of the job, participate in appropriate training activities and encourage and support staff in their development and training.
- To undertake other such duties, training and/or hours of work as may be reasonably required, and which are consistent with the general level of responsibility of this job.
- To undertake health and safety duties commensurate with the job and/or as detailed in the Directorate's Health and Safety Policy
- The duties described in this job description must be carried out in a manner which promotes equality of opportunity, dignity and due respect for all employees and service users and is consistent with the Council's Equality and Diversity Policy

Contacts:

In all contacts the post holder will be required to present a good image of the Directorate and the County Council as well as maintaining constructive relationships.

Internal: (example) Elected Members, Directors, Assistant Directors, senior managers, management teams, managers and staff across all Directorates, project staff.

External: (example) District & County Councils, suppliers, contractors, customers, external training providers

Additional Information:

- The Council reserves the right to alter the content of this job description, after consultation to reflect changes to the job or services provided, without altering the general character or level of responsibility.
- Reasonable adjustments will be considered as required by the Equality Act.

Author: Jules Perks
Head of Learning & Development

Date: 03 June 2024
Date of grading confirmation: 11 June 2024
Reviewed: 19 August 2024

*** WCC is aiming towards a 5-level management organisational structure with level 5 being the Chief Executive.**

PERSON SPECIFICATION

Job Title: Digital Learning Experience Designer

Directorate & Section/Unit: Chief Executive Unit - HR, Digital and Communications

Salary Grade:

EXPERIENCE:

It is **essential** that the post holder has:

- Substantial experience of designing learning content using design software and other digital tools
- Substantial experience of providing excellent customer service to a variety of internal and external stakeholders, managing expectations.
- Substantial experience of working within projects
- Substantial experience of managing multiple tasks simultaneously, updating key stakeholders
- Substantial experience of working in learning and development/training teams
- Substantial experience of working with Learning Management Systems (LMS) preferably Kallidus 'Learn'
- Significant experience of LMS report generation
- Significant experience of writing learning outcomes and objectives that meet customer needs.
- Considerable experience of developing positive business relationships to help achieve business objectives.
- Considerable experience of providing advice and guidance to internal customers.
- Considerable experience of negotiating, influencing, and collaborating with stakeholders.
- Considerable experience of extracting, collating, and presenting information.
- Considerable experience of applying a creative and flexible approach to service development and delivery.
- Considerable experience of providing advice and guidance to internal customers.

It is **desirable** that the postholder has:

- Experience of working in a large organisation with numerous, diverse priorities.
- Experience of addressing business challenges through instructional design

KNOWLEDGE, SKILLS, AND ABILITIES:

It is **essential** that the post holder has:

- Expert knowledge of Microsoft Office applications including Excel, Word, and PowerPoint.
- Expert ability to work collaboratively and flexibly to meet deadlines and within defined quality standards.
- Expert written and verbal communication skills with an attention to detail, including the ability to present information to a diverse range of people, and with varying technical ability.
- The skills and ability to communicate positively with managers at all levels across the organisation to provide appropriate direction using a range of methods.
- Ability to undertake and co-ordinate large and sometimes complex projects that meet regulatory requirements or are legally required
- Ability to innovate when presenting solutions to our customers' challenges.
- High level of self-motivation with ability to effectively prioritise and manage workload.
- A proven ability to track and manage multiple tasks simultaneously to meet targets and non-negotiable deadlines.
- A proactive, self-motivated approach with the ability to work independently in a fast changing and ambiguous environment.

It is **desirable** that the postholder has:

- Knowledge of adult learning theory and blended and digital learning design principles such as Bloom's Taxonomy, Maslow's Hierarchy of Needs, the ADDIE Model, Merrill's Principles of Instruction etc. would be an advantage.
- Working knowledge of design packages including Photoshop, After Effects, Camtasia, Articulate Storyline etc.

QUALIFICATIONS/TRAINING & DEVELOPMENT:

It is **essential** that the post holder has:

- A level 6 qualification or equivalent compensatory experience in a relevant subject
- Evidence of a commitment to continuing professional development (CPD) relevant to a digital learning role – examples include design webinars and podcasts.

It is **desirable** that the post holder has:

- A Level 3 qualification in Essential Digital Skills or evidence of excellent IT skills in Microsoft Office
- Formal training in instructional design and/or adult learning

ADDITIONAL INFORMATION

It is **essential** that the post holder has:

- Commitment to work as part of a team.

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