



JOB DESCRIPTION

Job title	Instructional/Learning Designer
Grade	Advisor / Manager 2
Report to	Head of Education
Directorate	Learning and Professional Development

Objectives of job To support the effective delivery of BDA Education courses and assessments

Main duties and responsibilities:

You will be responsible for the design of effective and engaging e-learning content. You will work closely with internal and external subject matter experts to establish learning goals and requirements, define learning objectives, write storyboards and use rapid development tools to create e-learning resources.

Specific duties include:

Learning content development, management and promotion

- Contribute to the development and implementation of new BDA Education services.
- Create engaging learning activities and compelling course content that enhances learner retention and transfer.
- Use a variety of e-learning technologies to develop learning content, including:
 - E-learning authoring software e.g. Articulate Storyline, Articulate Rise, PowerPoint.
 - Learning Management Systems e.g. Totara Learn.
 - Other technologies as required.
- Work with subject matter experts, internal and external, to define course aims, objectives and outcomes, and to jointly develop content to meet those goals.
- Assist in the creation and management of the course catalogue, course dashboards and course information pages.
- Maintain documentation for learning development projects.
- Produce Education Services' promotional material as required.
- Assist in the planning, design, development and testing of new technologies for the delivery of e-learning courses.



Course quality duties

- Ensure learning content complies with the law (e.g. copyright and data protection) and in-house brand guidelines.
- Work with subject matter experts to ensure course content adheres to BDA policies and guidance.
- Strengthen and enhance learning resources within existing programmes as required.

PERSON SPECIFICATION

The following skills and attributes are essential:

- Expert instructional design skills including the ability to write effective copy, instructional text and storyboards.
- In-depth knowledge of creating and maintaining online courses using the Articulate Storyline suite of authoring tools.
- Experience of publishing e-learning content to a Moodle or Totara Learn LMS
- Organised and proactive, with excellent attention to detail and the ability to work under pressure.
- Ability to plan and prioritise a heavy and varied workload and handle competing demands in the face of tight deadlines.
- Good knowledge and experience of using collaborative project planning tools e.g., MS Teams, Planner.
- An empathetic and supportive approach to working with learners and subject matter experts
- Excellent communication skills both written and oral and including the ability to convey complex information and communicate with professionals at all levels.
- Ability to exercise a high degree of responsibility, initiative and judgement.
- The ability to work independently and as part of a team.
- Experience of dealing with sensitive and personal information with the ability to exercise tact and discretion.
- A good working knowledge of HTML and CSS
- Excellent IT skills, particularly MS Word, MS Excel & MS Outlook and experience of using and maintaining databases.

The following skills and attributes are desirable:

- The job holder is expected to earn the Totara Course Creation Certificate and to maintain its currency.