Job Description

Title – Digital Learning Designer

Version – 1   **Date –** 29.9.2016

Post Number:	RT344
Grade /Scale:	SO1
Weekly Hours:	37 hrs
Department:	EMCHRS L & D
Status:	Established
Responsible To:	Principal Digital Learning Designer
Responsible for:	No direct responsibility for other staff
Location Work base:	Regional
Job Role /Purpose:	Work alongside Business Partners, Stakeholders and Designers to design and develop the learning strategy and associated design solutions and digital resources, in conjunction with the Subject Matter Experts, to meet learners' needs. These should take into account different preferred learning styles and optimise audience engagement, in accordance with the requirements of the Policing Education Qualifications Framework.
Contacts:	Police and support staff within Forces. Other UK Forces, Quality Assurance Agencies/consultants, Quality Assurance Auditors and training providers.
Equality and Diversity	Actively advance diversity / equality, work towards eliminating discrimination, harassment and victimisation and foster good relations between all groups of people.

Person Specification

Knowledge, Skills & Abilities

Essential Criteria
A clear definition of the necessary criteria.

Knowledge/ Education (including qualifications):

1. To hold a nationally recognised Learning & Development qualification at Diploma level and be qualified to degree level OR have substantial learning and development experience.

Work Experience:

2. Demonstrate extensive experience in producing creative and innovative visual solutions in a complex learning environment, demonstrating the ability to think in challenging situations.

3. Experience of working collaboratively with internal and external stakeholders, establishing and maintaining positive working relationships and removing barriers to service delivery.

4. Experience of working or willing to work as part of an agile delivery or project team using project management methodology, with accountability for the quality assurance of project deliverables.

5. Demonstrate significant experience of analysing performance needs and designing solutions within a learning development environment.

6. Experience in developing a visual approach and create source material for innovative learning solutions which address and satisfy agreed design briefs and specifications at the highest standards from storyboarding to final production.

7. Demonstrate working knowledge and understanding of online learning creation, associated tools, Learning Management Systems and Environmental Scanning.

Personal / Interpersonal Skills, Aptitudes:

8. Advanced creative and technical skills in visual media that includes digital animations, illustrations, video and interactive design for static and mobile delivery platforms.

9. Ability to create high quality and effective digital and learning products which demonstrate an awareness of the most effective learning methodologies to accomplish a good user experience and interactive learning.

Special Skills:

10. Experience in Web Design, using HTML5, CSS or web design software such as Dreamweaver.

11. Proven experience creating and managing digital learning products by using the Adobe software suite.

12. Hold a full driving licence and have use of own vehicle for work purposes (reasonable adjustments considered under the Equality Act 2010).

Other:
N/A

* Reasonable adjustments will be considered under the Equalities Act 2010.

Desirable Criteria
Where available, elements that contribute to improved / immediate performance in the job.

Knowledge/ Education (including qualifications):

1. To hold a Project Management qualification or substantial relevant training/experience

Work Experience:
N/A

Personal / Interpersonal Skills, Aptitudes:

2. Knowledge across the digital design sector applying research in new design technologies to the benefit of the team, projects and services.

3. Ability to present creative ideas, concepts and treatments to production team and clients.

4. Ability to use online learning authoring tools, e.g. Captivate.

Special Skills:

5. Experience in Web Development using SQL Server.

6. Knowledge and experience of using Adobe Connect, JQuery, PHP, CSS3 Edge, Illustrator, After Effects, Fuse, Auditions, Photoshop, InDesign, and Edge Animate.

Other:
N/A

* Reasonable adjustments will be considered under the Equalities Act 2010.

Core Responsibilities/ Accountabilities

Operational:

To support the development of EMCHRS L&D services based on customer needs:

- Providing a professional digital learning design service.
- Supporting continuous improvements to EMCHRS L&D service to meet changing organisational and service needs.

To take a creative approach towards the design of innovative, learning and development interventions including:

- Web based learning.
- Mobile phone apps, instructional videos, interactive PDFs, interactive e-learning and webinars.

To support EMCHRS L&D to adopt a strategic, results driven approach in L&D in line with future targets and objectives by:

- Developing and maintaining close working relationships with EMCHRS colleagues to help ensure the forces receive an effective and efficient service.
- Ensure cost efficiency is considered during the design and delivery of learning interventions.

Participate in performance development reviews and take responsibility for identifying own professional and career development needs. To undertake continued professional development and maintain awareness of statutory obligations and best practice, and that any required policy/procedural changes are implemented.

To develop a confident, competent and proactive approach that meets the diverse needs of its customers and demonstrates its own effectiveness, efficiency and value for money.

Management/Leadership:
N/A

Technical:
N/Ae
Communication:

- Prepare and present high quality reports, lesson plans and materials, training needs analysis and environmental scanning for the four forces.
- Build relationships and develop a network of internal and external stakeholders to identify emerging trends, innovations and current best practice.
- Liaise with other Forces, agencies and professional bodies to develop and maintain collaborative working and to explore joint design ventures with partner organisations.

Administration:

Use Microsoft Office and other ICT software in the preparation of reports, plans, data and presentations.

General:

This role will require the individual to work on their own or as part of a team across the region. To work proactively and be able to initiate work, making appropriate recommendations for solutions to queries and completing that work. The role will be expected to self-manage multiple work streams. Dependent on the size of the project this could be up to 4 or 5 projects at any one time. The role will be required to take the lead on at least 1 to 2 of those work streams as a minimum.

To work collaboratively with stakeholders that include both internal and external. This includes a wide range such as L&D Business Partners,, ChSupt Officer Level, College of Policing, Home Office, external agencies including emergency services, other Forces, other Learning and Development (L&D) Colleagues and subject matter experts. From time to time this will include working with international Forces. Guidance and management of stakeholders, using discretion, will be needed to ensure the right information is put in place.

Collectively to design and develop the learning strategy and associated design solutions and digital resources. The role will use their autonomy to make decisions to progress work in a timely manner and to meet requirements. These should take into account all aspects such as different preferred learning styles which optimises audience engagement, in accordance with the requirements of the Policing Education Qualifications Framework.

To develop a visual approach and create source material for innovative learning solutions which address and satisfy agreed design briefs and specifications at the highest standards from storyboarding to final production, including:

- Prepare options for treatments and storyboards
- Design graphics, animations, video and digital illustrations
- Source, audition, cast and direct actors and voiceover artists

- Book and schedule locations and technical video, sound and photographic cameras and recording equipment
- Direct video and photographic shoots to a defined scenario to capture footage ready for post-production
- Edit audio recordings of voiceovers, ambient sounds and audio narratives to required format for digital assets
- Complete editing and post-production

Define, create and influence on-line training solution design that includes screen design, layout, and consistency and response times across a variety of platforms including web, smartphones and tablets to achieve optimal levels of usability.

To maintain and keep up to date any admin processes, such as new material, new legislation and relevant websites (such as the L&D website).

Research and develop own subject matter knowledge and recommend new approaches to the development of police learning to enable EMCHRS L&D to remain at the forefront of producing innovative, ethical, evidence-based learning and development solutions.

Other:

- Actively promote equality of opportunity, work towards eliminating discrimination and promote good relations between all groups of people
- Undertake such other duties commensurate with the post as may be required for the safe and effective performance of the job.
- This role description should develop along with the changing demands of policing reflected in Force Objectives and priorities.

Be flexible in terms of working location and be prepared to work temporarily at other locations within the Force area, undertaking a similar role

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Personal Values /Competencies

The competency and values framework sets out nationally recognised behaviours.

The framework has 6 Competencies – each competency can be split into 3 levels to fit around policing and non policing roles see here :   Competency and Values framework

    We analyse critically
    We are innovative and open-minded
    We are emotionally aware
    We take ownership
    We are collaborative
    We deliver, support and inspire

All competencies are underpinned by 4 Values that should underpin everything that we do :

    Integrity
    Impartiality
    Transparency
    Social responsibility

Other

Security Check Levels refer to vetting for the specific levels that relate to this job role:

1) Please select one - Recruitment Vetting (RV) ☐ X ☐ or Management Vetting (MV) ☐ ☐

2) Please select one - Counter Terrorist Checks (CTC) ☐ X ☐ or Security Check (SC) ☐ ☐

3) Please select one - Developed Vetting (DV) ☐ ☐ or N/A ☐ X ☐

Date line manager checked vetting level needed :

Car User: Yes ☐ ☐ / No ☐ X ☐ - Essential /Casual Allowance *{per mile / day etc}:* Please enter text here ☐

Budgetary Management: Yes ☐ ☐ / No ☐ X ☐ Budget Value approximate value £ Please enter text here ☐

Additional Information: Regional working

Reasonable adjustments

Organisation Chart

Manager Level

Team Leader Level

Supervisor Level

Administration Level

Administration Level

Administration Level

Clerk Level

Clerk Level

Clerk Level