# Job Description

Job Title: Digital Learning Content Specialist

Directorate: People & Performance

Reports To: Senior L&D Business Partner - Digital

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: 12/11/2024

**Overall Role Purpose**

The Digital Learning Content Specialist helps people with sight loss to live the life they choose by supporting with and developing digital learning content which builds individual and organisation capability, to support the delivery of short term organisation ambitions and long term Strategy. They will focus on maximising the quality and delivery of content through a blended approach, utilising the full features and potential of Guide Dogs Learning Systems.

The role, by working collaboratively with internal and external stakeholders, will ensure that we provide all users with the best quality content that builds and enhances their capability in their role and supports a person centred culture to deliver the Guide Dogs Strategy. The learning content will be engaging, intuitive, and highly recommended, attracting people to want to learn and are able to apply this in practice, ensuring Guide Dogs remains legal and compliant.

**Key Responsibilities**

**Digital and Technology**

Develop and design high quality learning materials including SCORM compliant e-learning, bespoke animations, educational documentation, and video tutorials. Materials created using a range of software, including Articulate Storyline, Articulate Rise, and Vyond.

Utilise Instructional design best practice and modern learning theories and thinking when creating content to maximise content creation potential and ensure good industry standards.

Ensure content is created in line with a content development plan agreed by the Senior L&D Consultant – Digital.

Support the wider Guide Dogs team with insight and information relating to the changes and performance of the content during creation and when live, and advise on additional future changes and needs.

Fully understand Learning Systems functionality as a delivery method of created content, appreciating that both content and delivery will impact the user experience for all users internal and external.

Support the administration of learning as required by Senior L&D Consultant – Digital ensuring processes and procedures are adhered to including reporting and analytics review.

Ensure all digital learning is offered in the most effective and person centred way to give maximum impact and return on investment to the business.

Strong eye for detail, able to critically review created materials and ensure consistency of brand, tone of voice and clear messaging throughout.

Support a culture that is inclusive, promoting diversity, ensuring that all digital learning is accessible, with a focus on usability, “brain-friendly”, consistent, engaging, brand compliant and quality assured, in line with Guide Dogs’s behaviours.

**Professional Development**

Promote and foster a climate of continuous learning in line with Guide Dogs commitment to be a learning organisation, contributing to our strategic ambitions.

Ensure that strong learner engagement is achieved through digital learning by applying person centred thinking.

Maintain a high level of professional expertise and be a subject matter expert to support the design and development of digital learning solutions, offering bespoke interventions that meet quality assurance standards.

Monitor and respond to feedback to ensure needs are met and continued improvement achieved.

Ongoing self development to maintain professional expertise and dissemination of best practice to enable our people to work towards excellence by enhancing their capabilities through knowledge, skills and behaviours.

**Collaboration**

Collaborate with Subject Matter Experts (SMEs) to ensure content is created and approved in line with the desired and agreed learning outcomes and with agreed timescales and deadlines that allow for high quality service and deliverables.

Establish and maintain a network of contacts across the organisation to ensure consistency around content development process and best practice.

Promote professional best practice, develop team working, knowledge-sharing and problem solving by working collaborativelly to influence and embed Guide Dogs brand and behaviours.

**Breadth/Scope of Accountability**

**People Accountability**

Number of Direct Reports: None

Number of Indirect Reports: None

Number of Volunteers Supervised: None

**Financial Accountability**

Annual Income Accountability: None

Assets Managed: Content Authoring Tools

Budget Accountability: None

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs and companion dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time, you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

**Education/Qualifications**

**Essential**

* Learning and Development Qualification (CIPD or similar), or relevant experience gained thought the workplace.
* SCQF Level9, Degree, VQ level 4 or equivalent in a relevant subject or postgraduate/ Professional qualification with relevant formal training or equivalent professional experience.

**Job-Related Experience**

**Essential**

* Practical experience in successful design and delivery of various modern learning methodologies, including microlearning, video-based learning, learning networks and digital.
* Demonstrable experience in aligning digital learning with an organisation’s strategies.
* Extensive, demonstratable experience with Articulate 360 Suite, including Storyline and Rise along with Vyond.
* Experience in leading and implementing change.
* Demonstratable ability to successfully lead on multiple projects simultaneously, prioritising the strategically important and driving these through to completion, including time & project management and substantial stakeholder management.
* Proven and substantial experience in delivering successful support for technology-enhanced learning.
* Reviewing learning analytical data to inform future digital learning strategies.
* Experience of providing specialist advice and information relating to technology-enabled learning to a wide range of audiences with different levels of technological knowledge.
* Experience in the practical application of LMSs (learning management systems) and LXPs (learning experience platforms)
* Experience of evaluating technologies and systems to understand practical applications and fitness for purpose.
* Knowledge and experience with e-learning content standards ( EG SCORM, xAPI)

**Knowledge**

**Essential**

* A comprehensive understanding of issues related to technology-enhanced learning, including staff and volunteer experience, digital accessibility and learning design. Knowledge of the functionalities and effective use of Virtual Learning Environment (VLE) and User Experience (UX) development.
* Excellent understanding of best practice modern learning interventions.
* Knowledge of the theory of methods of learning

**Skills and Competencies**

**Essential**

* Highly proficient in the development and use of various digital learning tools including Articulate 360 Suite and Vyond.
* Excellent influencer and communicator with the ability to negotiate, influence and challenge at all levels.
* Ability to think strategically and understand broader organisational issues.
* Proven project and time management capability – effectively managing multiple projects/priorities in an agile manner.
* Excellent problem-solving skills.
* Excellent stakeholder management skills
* Excellent team player.
* Computer literate with advances skills in the Microsoft Office Suite (Outlook, Excel, Word, PowerPoint).

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.

**Job Group (internal use only)**

This role has been evaluated as a Specialist Professional, please follow this link to view the [[salary band.](https://guidedogs.sharepoint.com/%3Aw%3A/g/EeljaHzyKNdPkirlXjUpxR4BlW4qFr60QS5M4l2tmZZncA?e=yAexY5)](https://guidedogs.sharepoint.com/%3Aw%3A/g/ETDrr9U4YzdHsA3S7CHSc9EBZy3LbOI0ioxx7UHaXzT37w?e=3qVNmh)