

Job Title:	Instructional Designer
Reports to (job title):	Instructional Design and Digital Skills Lead
Line Manager to:	Junior eLearning Developer

Job purpose

This role plays a key part in designing, developing, and enhancing engaging digital and blended learning experiences that align with organisational goals and meet the needs of diverse learners across the business. The role will be responsible for shaping impactful learning journeys using best-in-class instructional design principles, digital tools, and learning technologies.

Base

Office Base: Regional office. Hybrid working with regional and national travel as required.

Key responsibilities

- Support organisational training needs analyses (TNA) processes in collaboration with relevant stakeholders.
- Liaise with key stakeholders including subject matter experts (SMEs), service managers, TLE representatives and external customers to identify learning needs and define learning objectives and assessment needs to design the most effective learning experience.
- Work in alignment with the team's digital learning prioritisation framework to ensure capacity is allocated to the most impactful, risk-aligned learning needs.
- Design and develop engaging, interactive, and pedagogically sound digital learning content, including eLearning modules, microlearning, videos, infographics, gamification, simulations, virtual classrooms, etc.
- Contribute to the development and maintenance of design templates, style guides, and best practices.
- Manage end-to-end instructional design projects, including timelines, milestones, and stakeholder communications in a very busy environment, maintaining clear documentation throughout the development cycle.
- Collaborate closely with SME's in Quality checks and sign off processes.
- Support the quality assurance of learning interventions and materials.
- Ensure learning solutions meet measurable learning objectives and are learning theory backed.
- Translate complex content into accessible, easy-to-understand learning materials.

- Apply learning theories and instructional design models to structure learning solutions effectively.
- Write comprehensive instructional plans and scripts that can be turned into engaging, interactive digital learning content.
- Design for multiple formats: face-to-face, blended learning, eLearning, microlearning etc, using a variety of digital authoring tools to develop high-quality learning content.
- Create learner-centred, accessible and inclusive materials tailored for a variety of delivery methods (self-paced eLearning, virtual classrooms, face-to-face, mobile learning, microlearning, etc.).
- Comply with quality standards, leading by example and providing advice to wider business in authoring, design, copyright and the correct use of resources for learning (eg. Licenses, online content, etc).
- Embed EDIE and WCAG AA principles into all learning solutions designed, ensuring accessibility remains front and centre, enhancing the learners experience.
- Apply SCORM/xAPI/HTML standards to package and track digital learning assets.
- Implement learning evaluation models to assess the effectiveness of learning interventions, using learner feedback and data analytics to iterate and improve learning solutions.
- Maintain knowledge of current trends, best practice and standards in training, education and development and learning technologies, particularly the use and application of Ai tools.
- Work with Learning Management Systems (LMS), to upload, test, and evaluate learning materials.
- Contribute to the development and implementation of organisational learning strategies and policies
- Contribute to the implementation and continuous improvement of digital learning quality and accessibility standards across the team, in line with organisational expectations and design governance.
- Contribute to the achievement of KPIs in relation to non-clinical training.
- Develop reports and analysis of information as required.
- Use learner analytics, evaluation data, and user feedback to inform iterative improvements in learning design and delivery effectiveness.
- Identify improvement opportunities, contribute to the development of business cases and options appraisals which clearly articulate the case for change.
- Contribute to appropriate learning campaigns and communications for non-clinical staff development opportunities.
- Personal commitment to continuous self-development and service improvement.
- Conduct training of team members, empowering team members with skills to improve their confidence in learning design, delivery and the use of digital tools in learning design and delivery.
- Line Management as required.
- Escalate risks, delays or resource issues to the Digital Learning and Skills Lead promptly to support delivery.

Person Specification

Essential

- Professional certifications / qualifications in the field of Instructional Design, Education, Learning Technologies, L&D, OD (e.g., CIPD L&D, ATD Instructional Design Certificate, Learning Designer Certification).
- Significant experience in an instructional design or senior digital learning role.
- Experience using collaboration tools (e.g., Microsoft Teams, SharePoint, Trello, Miro, etc).
- Proficiency in learning design tools: Articulate Storyline, Rise, Camtasia, Vyond, Canva, Synthesia, etc (with Articulate Storyline and Rise expertise as a must).
- Familiarity with HTML5/CSS for learning content tweaks (desirable but not essential).
- Strong working knowledge of LMS platforms, SCORM, xAPI, and basic LMS administration.
- Proven experience designing digital learning solutions in a clinical, corporate, educational, or public sector environment.
- Experience working with SMEs and stakeholders to identify learning objectives, align assessment requirements, map curriculum and develop storyboards to deliver learning projects on time and within scope.
- Demonstrable understanding of adult learning theory, training needs analysis and evaluation frameworks.
- Experience of team / collaborative working.
- Evidence of continuing professional development.
- Excellent communication and interpersonal skills.
- Knowledge of equality, diversity and inclusion principles in learning design and delivery.
- Ability to work independently / manage own time efficiently.
- Advanced IT skills and proficiency including experience and confidence in using IT systems and applications including Microsoft Office suite and Excel.

Desirable

- Educated to degree level in Education, Human Resources, Organisational Development or a related field
- Experience with AI tools in content creation (e.g., Synthesia, ChatGPT, Pictory, 7Taps).
- Gamification and game-based learning experience.
- Knowledge of UX design principles as applied to learning environments.
- Understanding of agile and iterative development processes.

Job Description

- Teaching / Training Qualification.
- Project Management Qualification.
- Project management skills, with the ability to lead multiple workstreams concurrently.
- Experience of developing business cases and improvement plans.
- Experience of managing and delivering change projects.
- Experience of data analysis and using data analytics tools.
- Previous experience and a detailed knowledge of the health and social care workforce and professional training, education and development routes.
- Recent people / line management and leadership experience and experience of managing remote teams across a wide geographical footprint.