Job Title:	eLearning Developer
Reports to (job title):	Instructional Designer
Line Manager to:	N/A

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 work alongside experienced instructional designers, subject matter experts (SMEs), and senior developers to build high-quality eLearning content that supports business and learner needs.

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

Key responsibilities

- Design and develop engaging, interactive, and pedagogically sound digital learning content, including eLearning modules, microlearning, videos, infographics, gamification, simulations, virtual classrooms, etc.
- Support end-to-end instructional design projects, maintaining clear documentation throughout the development cycle.
- Develop instructional plans into engaging, interactive digital learning content.
- Ensure visual design of learning content is engaging and on-brand.
- Understand and apply WCAG AA principles to learning development.
- Optimise content for delivery on LMS platforms (SCORM/xAPI packaging, responsive design).
- Assist in the design and development of interactive eLearning modules using tools such as Articulate Storyline 360, Rise, and Camtasia.
- Build assets such as quizzes, scenarios, animations, and screen recordings to enhance learning engagement.
- Contribute to the development and maintenance of design templates, style guides, and best practices.
- Use templates and style guides to maintain a consistent brand and tone across digital content.
- Create or edit graphics, icons, infographics, animations, and videos using tools like Clipchamp, Vyond Canva and Camtasia.
- Support video shoots and voiceover production where applicable.

- Package and upload eLearning content to the Learning Management System (LMS) using SCORM or xAPI formats.
- Test courses for functionality, responsiveness, and browser/device compatibility.
- Help maintain and update the digital learning library as needed.
- Collaborate with senior designers, learning specialists, and SMEs to bring storyboards and scripts to life.
- Respond to feedback and make iterative improvements to digital content.
- Attend project meetings and contribute ideas to improve learning experiences.
- Support the quality check and sign off processes.
- Support the quality assurance of learning interventions and materials.
- Contribute to the achievement of KPIs in relation to non-clinical training.
- Develop reports and analysis of information as required.
- 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.

Person Specification

Essential

- Qualification in Learning and development, Digital Media, Graphic Design, Multimedia Production, Instructional Design, or a related field. Where a qualification not held, willingness to undertake an appropriate qualification or apprenticeship. Equivalent work experience or self-taught portfolio also considered.
- Working knowledge of authoring tools such as Articulate Storyline, Rise.
- Familiarity with graphic design basics.
- Understanding of WCAG AA principles.
- Understanding of SCORM, xAPI, or LMS platforms (e.g. Totara) is desirable.
- Basic understanding of HTML5/CSS is a plus but not essential.
- Strong visual design sense and attention to detail.
- Good time management and ability to handle multiple tasks.
- Proactive, curious mindset and eagerness to learn.
- Comfortable receiving and applying constructive feedback.
- Good communication and interpersonal skills.
- 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.

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Desirable

- Exposure to video editing or animation tools (e.g. Camtasia, Vyond, After Effects, Clipchamp).
- Awareness of learning design principles and adult learning theory.
- Understanding of accessibility standards (e.g., WCAG 2.1).
- Experience using collaboration tools (e.g., Microsoft Teams, SharePoint, Trello, Miro,
- Teaching / Training Qualification.
- Project Management Qualification.