



1. Job Title

Job Title: Digital Learning Designer

Responsible to: Head of Digital Solutions

Location: [Click here to enter text.](#)

Division: QA Learning

Department: Digital

Last Updated: 07/11/2018

2. Job Purpose

As a Digital Learning Designer you are responsible for designing and creating engaging and effective solutions for QA's blue chip clients which leverage the best of QA's thought leadership and digital assets.

The role holder is responsible for the complete lifecycle of a solution for QA's customers: writing proposals, learning needs analysis, designing and creating creative instructional approaches and assessing the outcomes and effectiveness of the learning.

The role holder works closely with Account Managers to support revenue generation and works closely with product owners/SMEs to develop assets which support QA's product thought leadership.

3. Key Responsibilities and Duties

- Work closely with Account Managers and Bids teams to understand client requirements and propose digital solutions to meet their needs
 - Work closely with sales and bids team to respond to RFPs and requests from customers in an efficient and high converting way
 - Understand customers' learning needs and translate these into engaging educational programmes
 - Participate in sales support presentations and proposal development activities where required
- Design and create engaging and effective digital solutions leveraging the best of QA's thought leadership and digital assets



Job Description

- Leverage QA's learning solution development methodology; reuse existing QA digital assets and digital content where possible; apply tested instructional design theories, practice and methods
- Facilitate learners in acquiring knowledge, skills and competencies in an effective and appealing manner. Select appropriate instructional methods, set learning objectives and create content and determine evaluation criteria to achieve the desired outcomes.
- Create engaging learning activities and compelling course content. Visualize instructional graphics, the user interface and the finished product. Provide exercises and activities that enhance the learning process. Create engaging supporting material/media (audio, video, simulations, role plays, games etc.)
- Ensure end-to-end delivery of high quality deliverables to time and budget maximizing ROI
- Quality assurance and quality control reviews of specifications, storyboards and programmed project outputs
- Develop subject matter expertise aligned to core capabilities and promote QA's thought leadership on digital solutions
 - Apply and build thought leadership and creative solutions to digital learning by aligning with product/capability areas (Cyber, etc.)
 - Standardise learning frameworks used for digital and develop reusable assets
 - Follow up with delegates and instructors after each programme to seek and act on feedback

4. Key Performance Indicators - KPI's

- EBITDA growth:
 - Achieve required gross margin for relevant development projects
 - Specific focus on growing EBITDA through digital sales aligned to a capability area
- Net Promoter Score
 - Maintain or enhance QA NPS of 65
 - Seek and act on customer feedback and learner outcomes from every project and use a continuous improvement approach for further development
- Delivery costs & timescales:
 - Use the QA Learning Development Methodology
 - Work in a lean and efficient manner to deliver project outputs within agreed project milestones
 - Deliver project outputs to the desired quality levels
- Maintain an up-to-date awareness of the market, current/emerging trends and technologies, and activities of competitors



- Undertake agreed activities to achieve personal development objectives

5. Skills, Competencies and Qualifications

- Builds effective and engaging digital learning experiences:
 - Relevant multimedia or instructional design qualification at degree level
 - Extensive experience of developing blended learning, digital learning and mobile learning solutions
 - Experience in a related training role, preferably in a corporate environment
 - Detailed knowledge of relevant training theories, methodologies and techniques
 - Visual design skills (Dreamweaver, Photoshop, Illustrator) and ability to storyboard
 - Experience working in a commercial materials development environment, preferably related to on-line and blended learning
 - Strong knowledge of mobile development approaches and technologies
 - Working knowledge of digital learning authoring tools including Captivate, Camtasia and Articulate
 - Understanding of different digital learning development techniques and methodologies (formal and informal)
- Excellent problem solver and creative thinker
 - Strong analytical skills and the ability to quickly assimilate information
 - Ability to be creative within tight time constraints
- Excellent communication skills
 - Relevant English language qualification at advanced education or degree level
 - Excellent written skills (for a range of purposes and audiences); ability to write effective copy, instructional text, audio scripts/video scripts
 - Excellent stakeholder management skills to manage customer, account manager and product SME expectations
- Highly effective project management expertise and delivery focus
 - Excellent attention to detail and strong focus on quality control
 - Strong project management skills
 - Ability to work effectively alone and as part of a team
 - Strong time, dependency and priority management



Job Description

- Ability to understand new technologies and learn/utilise technical development tools
- Strong working knowledge of the Microsoft Office suite (including Word, PowerPoint and Project)

6. Key QA Values

Listed below are the key values and attributes expected of all QA employees

Integrity - We will: Be open and honest. Have trust and respect for each other. Act in the best interests of the whole business. Share knowledge and experience.

Commitment – We will: Deliver our obligations to clients and colleagues. Take individual responsibility and be proactive in delivering what we promise. Champion equality, diversity and inclusion. Support our communities and protect the environment.

Service – We will: Understand our clients and exceed their expectations. Provide exceptional value. Deliver the highest quality service. Strive to continually improve and enhance our services.

7. Agreement

A separate job description will need to be signed off by each jobholder to whom the job description applies.

Job Holder's Signature:

Date:

Line Manager's Signature:

Date: