



JOB DESCRIPTION

1. JOB SPECIFICS	
Job Title:	Instructional Designer
Reports to:	Head of Digital Content Production
Location:	London, Slough or Home Based
Department:	Content & Learning Design

2. ABOUT THE ROLE	
What you'll be doing?	<p>An Instructional Designer designs and develops blended learning programmes for QA's core products and for individual client requirements. This will include specification of the overall design, together with scripting and storyboarding of the digital learning components</p> <p>In developing blended learning, an Instructional Designer will design based on an in-depth understand of the learner and client requirements. The new blended learning programmes should be innovative and crafted to a high quality based on best practice in learning design. The success of the role will ultimately measured by delivering better outcomes for learners and the client.</p>
Key Responsibilities	<p>Analysis stage:</p> <ul style="list-style-type: none"> Analyse data and conduct qualitative research to understand learner and client requirements for each blended learning programme <p>Design stage:</p> <ul style="list-style-type: none"> Develop content outline documents in partnership with Content Authors including selecting the appropriate learning mode for each topics. Work with the Product Owner (either Curriculum Manager or Learning Architect) to ensure the design fits with the overall vision for the portfolio area or client requirement. <p>Development stage:</p> <ul style="list-style-type: none"> Work with Content Authors to gather and refine the raw content required. This will typically include text, diagrams and initial recording of content by authors. Write high quality text to convey complex and technical subjects in plain English. For blended learning, this could include courseware (ie e-books) or text for elements on the digital learning platform. Write high quality scripts and develop storyboards for the production of digital learning. This will focus on using the appropriate narrative and storytelling approaches to support learning. This could include video, animation or e-learning formats. Work collaboratively as part of a Sprint team, together with Graphic Designers and Video Producers to ensure the end products meet the original design specification. <p>Implementation stage:</p>

	<ul style="list-style-type: none"> Quality-control of learning assets prior to release. <p>Evaluation stage:</p> <ul style="list-style-type: none"> Work with client to design evaluation methods and metrics to meet their business needs
KPIs & SLAs	<p>Ensuring that design and development of modules and other assets are completed to:</p> <ul style="list-style-type: none"> Meet the specification On time Within budget To meet quality standards
Key Working Relationships	<p>You will regularly engage with Content Authors, Curriculum Managers, Graphic Designers and Video Producers.</p>

3. ABOUT YOU

Skills & Abilities	<ul style="list-style-type: none"> Ability to communicate complex ideas simply and concisely using the written word The ability to combine written words with graphical design to create engaging and effective digital learning Ability to design learning programmes to meet learning objectives Coordinate educational projects, ranging across a wide variety of technical subjects Interest in learning technologies, innovative learning approaches and modern training techniques. Ability to enthuse others. Ability to design learning to help learners to overcome potential barriers to progress and achieve. Excellent spoken/written communication skills (English).
QA Competencies	

Your Experience	<ul style="list-style-type: none"> ● Track-record in: <ul style="list-style-type: none"> ○ The successful design and development of digital and face-to-face learning programmes, preferably in an Instructional Design role. ○ Quality assurance of educational products, ensuring pedagogical quality, technical reliability and consistency of content (educational scripts, videos, publications, textbooks, etc.). ● Practical know-how on rapid Learning Authoring Tools. ● Practical know-how on VLE content creation and management.
Your Knowledge	Good knowledge of educational theory and technology
Your Qualifications	Relevant Higher Education Qualification or significant industry experience is essential
What you'll bring to QA	<ul style="list-style-type: none"> ● Natural communicator. ● Positive, proactive and committed to delivering high quality work on time ● Sees opportunity and solutions, where others see stumbling blocks. ● Good planner and problem-solver. ● Must demand high standards and set the bar through consistent and high quality personal approach. ● Must be able to work at a detailed level. ● Able to build rapport quickly through remote intervention. ● Team-player.

4. ABOUT QA

About us	<p>We shape the next generation of technologists, leaders and innovators.</p> <p>By powering potential - the potential of over a quarter of a million learners a year. We empower them to push boundaries and thrive in the workplace.</p> <p>Why we do learning</p> <p>For over 30 years, we've worked in technology - where the impact of great learning is changing the world.</p> <p>A bold statement, but hear us out. We are right at the centre of a technological revolution. Devices are not just connecting people, cities and countries - they are connecting to each other, collecting data and using it to learn and make themselves better. Soon we will have cars that can drive themselves, fridges that make sure we never run out of milk and computers that can learn from their own mistakes.</p> <p>Driving this revolution? People.</p> <p>And this is where we come in.</p> <p>People advancing their knowledge in technology - to enrich society - build a new culture - better how we live our lives, and how we work together.</p> <p>People are learning to use technology to drive phenomenal</p>
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	change. This is our passion - powering their potential.
We promise to be	<p>Bold</p> <ul style="list-style-type: none"> ○ Ambition is great. We set ambitious targets - holding ourselves and others to ever-higher standards. ○ We contribute (insightfully) to the debate inside and outside QA. ○ We move. Quickly. We respond to your needs - fast. <p>Collaborative</p> <ul style="list-style-type: none"> ○ We spend time getting to know you - our learners and our customers - to earn your trust. ○ We connect a solution to your problem - we have tonnes of different services to help you. ○ We're the positive person who actively gets stuck in to solving problems. <p>Progressive</p> <ul style="list-style-type: none"> ○ We embrace change - and support it. ○ We challenge ourselves to use the latest technologies and methods - no matter how out there. ○ We're curious - about what you do, about what the person next to you does, about our customers and our learners.

<p>What's on offer?</p>	<p>Learning is not just a service we provide, it's a way of life at QA, and we try to ensure that everyone has the opportunity to take advantage of our huge and varied range of learning and development options, so everyone is eligible for 3 Training Days every year, to focus on subjects they're interested in.</p> <p>We also know that many people like to "give back" and so we offer 2 paid Charity Days each year to support your chosen charity in whatever way you choose. And if you get involved in charity fundraising, QA will also double any sponsorship money raised, up to £250. This is over and above the charitable activities that we encourage through our annual QA fundraising drives - you can get involved with this as much or as little as you like. We see it as a great way to foster team building too.</p> <p>We all need to take time out to recharge our batteries from time to time and enjoy some down time, so we provide a fairly generous 25 days' holiday per annum (rising to 28 days after 5 years)- with the option to buy more if you wish.</p> <p>It's important, too, to plan for the future and ensure we are able to maintain the lifestyle we have worked so hard to achieve, once we retire from the hurly burly and slow down to enjoy our later years, so we offer a defined contribution pension plan and will match your contributions up to a maximum of 4% of your basic salary.</p> <p>Then there are two of our core benefit offerings, not the most exciting, but we consider it important to ensure everyone has the peace of mind provided by Life Assurance (4x your basic salary) and Permanent Health Insurance (after a qualifying period) in the event that ill health, or worse, disrupts our plans.</p> <p>And finally, a few fringe benefits to assist with travel and lifestyle choices:</p> <ul style="list-style-type: none"> ○ Season ticket loan ○ Corporate gym membership ○ Cycle to work scheme
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