

JOB DESCRIPTION

JOB DETAILS	
Job Title	eLearning Designer
Reports to	Head of Learning Technology
Band	4 – Subject to the conclusion of formal matching
Department/Directorate	People Development & Education

JOB PURPOSE

Reporting to the Head of Learning Technology, the post holder will be responsible for developing effective eLearning applications for learners which include colleagues and external partners. The role ensures the Trust provides maximum availability of accurate, high quality and up to date learning via the Trust's Learning Management System (LMS).

The post holder will support the trusts LMS and digital learning strategy. They will identify, develop and maintain eLearning and digital learning solutions which are engaging and easy to understand; resolve end user problems and ensure digital learning data is trackable and correctly recorded, and provided as required to enable accurate reporting. They will keep abreast of new developments with eLearning and incorporate those into development as agreed.

As an eLearning specialist the post holder will support Subject Matter Experts, (SMEs), to develop high quality learning modules working to NHS HEE standards and configure those modules to run on the Trust's preferred LMS systems as required. Working closely with the LMS Lead the post holder will ensure the smooth running and availability of eLearning on a day to day basis.

The post holder will on a regular basis meet with Subject Matter Experts, attend meetings within the Trust and with other NHS organisations and external providers both locally and outside of the Royal Devon footprint.

The post holder will have a good working knowledge of LMS systems and be able to use various software packages to produce learning that includes image manipulation software, text, animations and videos.

The post holder may occasionally take part in promoting eLearning to Trust colleagues. This may involve taking part in road shows across the Trust and delivering information at display stands or by virtual Teams events.

KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES

- Work with SMEs for new eLearning content development and updates to existing content held in the LMS, ensuring they are advised on the best methods to convert the content into really engaging digital/eLearning
- Support the conversion of content into high quality accessible digital learning solutions through video, Page Tiger, online PDF, image manipulation software, text, animation, AI and other software packages
- Support increasing knowledge and awareness of different digital methods to create engagement through learning with SMEs and other colleagues within People Development & Education
- Keep up to date with new LMS developments for digital learning tools and plug ins and suggest new ideas/solutions for improving content development
- Identify new ways to create engaging ways of learning in a digital format to help us move towards the LMS becoming the centre of learning for the trust
- Act as an ambassador for digital learning and positively promote digital learning to colleagues.
- Facilitate virtual Teams sessions connected with eLearning or promoting eLearning

- Ensure digital solutions have the appropriate tracking/completion mechanisms to enable accurate reporting
- Resolve learner issues with digital learning content
- Ensure learning is designed considering the accessibility needs of colleagues engaging with learning and using our agreed templates standards
- Work with Learner Support Services and workforce Solutions to ensure digital solutions form part of the overall topic content and are correctly categorised, tracked and made visible to learners in accordance with agreed requirements
- Contribute to the identification of key areas for improvement with eLearning and support the delivery of the improvement plan

KEY WORKING RELATIONSHIPS

Areas of Responsibility: eLearning development and design

No. of Staff reporting to this role: none

The eLearning developer will work very closely within a variety of teams in People Development & Education, specifically the Head of Digital Learning Experience, Head of Learning Technology, Learner Support Services Supervisor, LMS Product Manager and the senior leads for L&D across the Trust. This role will also work closely with the SME's in the Trust who create and own content in the LMS, providing advice and expertise.

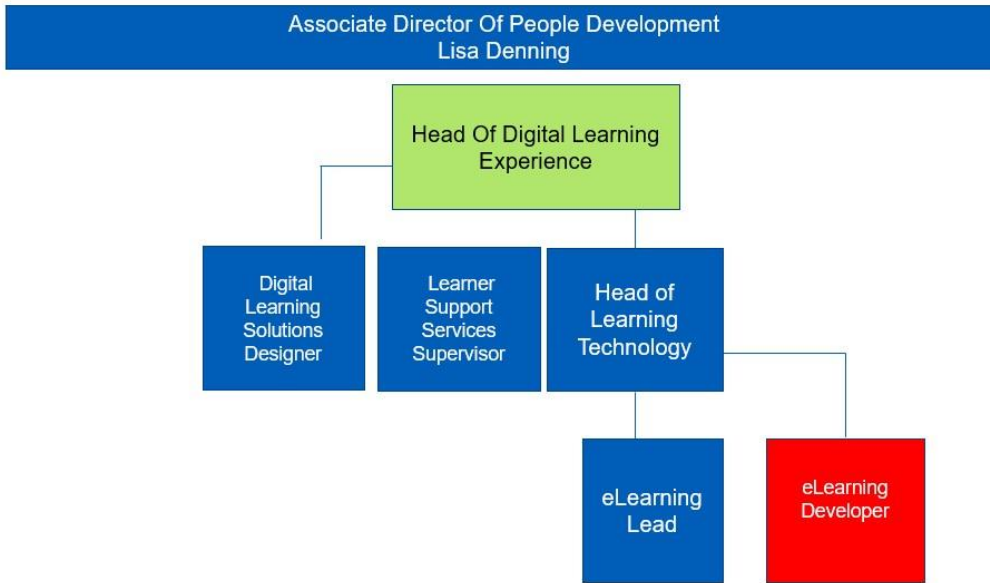
The post holder will attend meetings within the trust and with other NHS organisations and external providers, both locally and outside of the Royal Devon University Healthcare Trust footprint.

The post holder is required to deal effectively with staff of all levels throughout the Trust, the wider Healthcare community, external organisations and the public. This will include verbal, written and electronic media. The post holder is expected to establish and maintain a positive interpersonal relationship with colleagues characterised by trust, mutual respect and open, honest communication.

Internal to the Trust	External to the Trust
<ul style="list-style-type: none"> • Digital Learning Experience Team • Learner Support Services • Administration Team Leaders • Subject Matter Experts • Trust LMS users • Head of Digital Learning Experience • Associate Director of People Development • Internal communications/engagement team 	<ul style="list-style-type: none"> • LMS provider • Other NHS Trust LMS Managers • South West digital learning communities

ORGANISATIONAL CHART

Digital Learning Experience Team



FREEDOM TO ACT

The post holder will be expected to work using their own initiative to identify appropriate digital/eLearning solutions.

The post holder will be guided by Trust policies and procedures, using own initiative and seeking advice from their manager as required.

The post holder will make decisions in response to situations that arise to ensure that incidents and unplanned issues are escalated appropriately and communicate these decisions to other departments and project leads. Decisions made by the post holder at this level could have implications to the success of the LMS and our digital content strategy.

COMMUNICATION/RELATIONSHIP SKILLS

Communicate with a wide range of stakeholders on complex matters concerning eLearning, virtual classroom and other technology enhanced projects.

Communicate regularly to a detailed level with subject matter experts and other NHS organisations concerning eLearning projects and learning technology systems.

Communicate daily with Digital Learning Experience, Learner Support Services, trainers and other colleagues creating an effective interaction and information flow to support the delivery of the Digital Learning strategy as well as supporting team needs.

On a day-to-day basis, ensuring colleagues across the Trust receive appropriate levels of support, guidance, training, to maintain and improve their own technical abilities, widen their experience and create a self-service needs driven learning culture.

The post holder will be expected to behave in accordance with the trust's values of demonstrating compassion, striving for excellence, respecting diversity, acting with integrity and to listen and support others. They will ensure all communication via the LMS is simple and easy to understand, and in accordance with our communication strategy and accessibility standards.

The post holder will possess the ability to prioritise and organise work to effectively manage their own time along with the ability to clearly and calmly explain sometimes complex processes to non-IT literate

staff. Competing demands, deadlines and targets will require the post-holder to explain/negotiate those priorities with other stakeholders.

ANALYTICAL/JUDGEMENTAL SKILLS

The post holder will have the skills and ability to understand, analyse and interpret a range of problems e.g. LMS errors, user errors, errors with internet links etc. and quickly to respond to the changing needs of learning technology delivery and course authoring. They will also be required to make rapid and accurate assessments of urgent situations that can be addressed by appropriate colleagues within the Trust in order to meet deadlines, provide solutions and minimise disruptions.

The post holder will be able to anticipate issues and create solutions in relation to eLearning, virtual classroom and project delivery. A high level of analytical judgement is required at all times to identify obstacles, unpick problems and devise appropriate solutions.

PLANNING/ORGANISATIONAL SKILLS

The post holder will be required to contribute to organising their own workload, along with prioritising colleague training requirements when developing eLearning and other digital learning. They will manage the eLearning team's mailbox, identifying work that needs to be completed by team colleagues and the priority level of emails received into the mailbox. They will be expected to escalate any issues with the management and organisation of the mailbox, and any learner emails that require escalation.

The effectiveness of the post holder's ability to plan and organise will impact on the success of the timely delivery of eLearning training courses so allowing all clinical and non-clinical staff to undertake their roles effectively and safely.

PATIENT/CLIENT CARE

The post holder is required to put the patient, as the first priority, at the centre of all activities. The post holder will not deal directly with patients.

POLICY/SERVICE DEVELOPMENT

The post holder may be required to provide expertise in supporting policy and procedural reviews and changes, in relation to digital learning used by the Trust. They will also work with SMEs to ensure they work most effectively in line with the Trust's eLearning policy and processes.

The post holder will actively propose and support service improvement and policy changes where appropriate. This may have impact within the department or Trust-wide. They will develop learning in line with legislation and policy around accessibility, wherever possible.

FINANCIAL/PHYSICAL RESOURCES

The post holder will be responsible for identifying systems and software used in eLearning and also the procurement of systems and software in relation to digital learning. They may be asked to participate in procurement processes for the Trust's LMS.

The post holder will be responsible for overseeing the maintenance of systems and software used within the Digital Learning Experience team and the renewal of licences where necessary.

Responsible for supporting Trust colleagues to use digital learning resources safely and effectively.

HUMAN RESOURCES

The post holder's main purpose is to devise digital training for Trust colleagues and then ensure the training is delivered online as eLearning. The post holder will also be responsible for supporting and training colleagues to use the Trust's eLearning and learning management systems. They will also train Learner Support Services where new eLearning systems are concerned allowing that team to support other Trust members, and also upskill them to support Trust colleagues queries in respect of digital/eLearning.

The post holder may be required to supervise colleagues and students, co-ordinating their work and training them in digital learning activities

INFORMATION RESOURCES

The post holder will be responsible for accurately recording, modifying, monitoring, maintaining and analysing complex information pertaining to eLearning and course completions. The post holder will be responsible for ensuring information is provided to other departments as necessary and devising and overseeing the systems and processes used to produce, process and present this information. An example of this would be running reports of eLearning and analysing any issues caused by incorrect LMS settings, time taken to complete learning, and pass rates for tests.

The post holder is responsible for ensuring that accurate records of training resources and facilities are produced and maintained appropriately thus ensuring the security of such items and the ability to provide all information required to enable recovery of any items lost, damaged or stolen.

The post holder will be required to ensure confidentiality of such information in accordance with Data Protection and Information Governance requirements and provide information for HR and other departments as required. They will devise and document processes which relate to ensuring data is collected, retained and destroyed in accordance with GDPR regulations.

The post holder will be required to identify, investigate and report on training issues that affect completion and compliance, including problem solving to rectify.

RESEARCH AND DEVELOPMENT

The post holder will undertake research into software advances and developments in digital, eLearning and related LMS enhancements to help in identifying improvements and ensure the work carried out by Digital Learning Experience meets the current and changing needs of the Trust, utilising the most appropriate approaches. This will include reviewing technologies used by neighbouring Trusts to allow comparative development within Royal Devon.

The post holder will support with incorporating new technologies into Trust project development and implementation, as appropriate, and advise the line manager and subject matter experts of appropriate significant developments. They will also carry out research into new low-cost solutions suitable for NHS colleagues such as elfh products.

PHYSICAL SKILLS

The physical skills required are standard keyboard skills (daily), and occasionally using projectors, flipcharts and whiteboards.

PHYSICAL EFFORT

The post is mainly desk-based requiring the constant use of a VDU/PC and Microsoft Teams, and use of the telephone.

This position will involve some walking and occasional need to carry information technology equipment.

Travel outside of the Trust's footprint and the South West may occasionally be a requirement to enable attendance external meetings, conferences and training.

MENTAL EFFORT

The post involves: significant lengths of time using IT applications and specific technology enhanced learning materials; reading and producing lengthy documents and policies; leading or contributing to the writing of IT training material and complex user manuals to "Plain English" standards; understanding the project delivery requirements and ensuring that the training required is delivered in the most effective way and that the material can be utilised easily by other colleagues; multi-tasking where appropriate; collaborating with other colleagues and resolving issues relating to eLearning.

Frequent concentration is required when designing learning and responding to inbox queries.

The post holder will be designing new and innovative creative learning. This requires the ability to think creatively and to frequently identify new and exciting ways of presenting information that is retained by learners to enhance their knowledge.

Must be willing to engage in own personal development.

EMOTIONAL EFFORT

The constant requirement to meet tight deadlines and targets, along with competing demands, may impose some emotional stress on the post-holder and/or on other people, both inside and outside the Trust, with whom the post holder has to work. This could also lead to a degree of confrontation which the post holder will have to manage with support of the line manager.

There may be occasional exposure to clinical training content of a sensitive nature.

WORKING CONDITIONS

This post will be predominantly base in an office environment with very high levels of visual display unit use.

A willing to work occasional evenings and weekends as required is essential and may be required to meet deadlines.

OTHER RESPONSIBILITIES

Take part in regular performance appraisal and 121s.

Undertake any training required in order to maintain competency including statutory and mandatory training. As a member of the digital learning experience team the post holder is expected to be a role model in this respect.

Contribute to and work within a safe working environment

You are expected to comply with Trust Infection Control Policies and conduct him/herself at all times in such a manner as to minimise the risk of healthcare associated infection

As an employee of the Trust, it is a contractual duty that you abide by any relevant code of professional conduct and/or practice applicable to you. A breach of this requirement may result in action being taken against you (in accordance with the Trust's disciplinary policy) up to and including dismissal.

You must also take responsibility for your workplace health and wellbeing:

- Be physically active at work (i.e. take breaks away from your desk, taking the stairs where possible)
- When required, gain support from Occupational Health, Human Resources or other sources.
- Familiarise yourself with the health and wellbeing support available from policies and/or Occupational Health.
- Follow the Trust's health and wellbeing vision of healthy body, healthy mind, healthy you.
- Undertake a Display Screen Equipment assessment (DES) if appropriate to role.

GENERAL

This is a description of the job as it is now. We periodically examine employees' job descriptions and update them to ensure that they reflect the job as it is then being performed, or to incorporate any changes being proposed. This procedure is conducted by the manager in consultation with the jobholder. You will, therefore, be expected to participate fully in such discussions. We aim to reach agreement on reasonable changes, but if agreement is not possible, we reserve the right to insist on changes to your job description after consultation with you.

Everyone within the Trust has a responsibility for, and is committed to, safeguarding and promoting the welfare of vulnerable adults, children and young people and for ensuring that they are protected from harm, ensuring that the Trusts Child Protection and Safeguarding Adult policies and procedures are promoted and adhered to by all members of staff.

At the Royal Devon, we are committed to reducing our carbon emissions and minimising the impact of healthcare on the environment, as outlined in our Green Plan available on our website. We actively promote sustainable practices and encourage colleagues to explore and implement greener ways of working within their roles.

PERSON SPECIFICATION

Job Title	eLearning Designer
------------------	--------------------

Requirements	Essential	Desirable
<p>QUALIFICATIONS/SPECIAL TRAINING : Good level of education: GCSE English Grade A – C</p> <p>eLearning Diploma or working towards one, or the equivalent experience</p> <p>Graphic- Design Qualification</p> <p>IT certificate in one of the following: ECDL – CLAIT - BTEC or other recognised IT qualification. (GCSE, A Level) GCSE ICT)</p>	<p>E</p> <p>E</p> <p>E</p>	<p>D</p>
<p>KNOWLEDGE/SKILLS:</p> <p>Knowledge of eLearning development software including web authoring and web development tools and software. Working knowledge of Articulate Storyline, Adobe Captivate or other eLearning authoring software.</p> <p>Working knowledge of Learning Management systems and tools within them for supporting digital learning</p> <p>Knowledge of digital learning tools and techniques and basic knowledge of mobile learning principles</p> <p>Video creation and editing for digital learning</p> <p>Good administrative skills and an ability to organise and manage own workload</p> <p>Excellent communication skills and presentation both written and verbal</p> <p>Theories and techniques of effective adult learning, including accessibility and access to learning</p> <p>Ability to problem solve</p> <p>Ability to learn how to use new software quickly</p> <p>Knowledge of Microsoft Office e.g. Teams, Outlook, Excel, PowerPoint and Word</p> <p>The ability to deliver frequent intense concentration when designing learning solutions</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>D</p>
<p>EXPERIENCE: Knowledge and experience in delivering virtual classroom training</p>	<p>D</p>	<p>D</p>

Delivery of training as one to one and or to large groups	D	D
Digital learning creation hosted via a Learning Management System	E	
Experience of working with SMEs to design & develop content into creative digital learning	E	
Experience of working as part of a team of people	E	
Experience of working in the NHS	D	
Self-starter with good time management skills.	E	D
Ability to work autonomously without supervision, making decisions and act on information received	E	
PERSONAL ATTRIBUTES:		
Ability to make decisions and act on information received	E	
Creative thinker with the ability to incorporate artistic and stimulating designs technically	E	
Friendly, positive and enthusiastic	E	
Flexible approach to work	E	
A focus on delivering excellent customer service	E	
Ability to work with NHS colleagues at all levels	E E	
Able to establish positive relationships and mutual respect with people at all levels	E	
Able to establish and maintain effective relationships and networks both within and outside own organisation	E	
Confident and resilient	E	
Ability to work on own initiative	E	
OTHER REQUIREMENTS		
The post holder must demonstrate a positive commitment to uphold diversity and equality policies approved by the Trust.	E	
Ability to travel to other locations as required.	E	
Ability to work at all levels and develop appropriate solutions to meet development needs	E	

		FREQUENCY			
		(Rare/ Occasional/ Moderate/ Frequent)			
WORKING CONDITIONS/HAZARDS		R	O	M	F
Hazards/ Risks requiring Immunisation Screening					
Laboratory specimens	N				
Contact with patients	N				
Exposure Prone Procedures	N				
Blood/body fluids	N				
Laboratory specimens	N				
Hazard/Risks requiring Respiratory Health Surveillance					
Solvents (e.g. toluene, xylene, white spirit, acetone, formaldehyde and ethyl acetate)	N				
Respiratory sensitisers (e.g isocyanates)	N				
Chlorine based cleaning solutions (e.g. Chlorclean, Actichlor, Tristel)	N				
Animals	N				
Cytotoxic drugs	N				
Risks requiring Other Health Surveillance					
Radiation (>6mSv)	N				
Laser (Class 3R, 3B, 4)	N				
Dusty environment (>4mg/m3)	N				
Noise (over 80dBA)	N				
Hand held vibration tools (=>2.5 m/s2)	N				
Other General Hazards/ Risks					
VDU use (> 1 hour daily)	Y				X
Heavy manual handling (>10kg)	N				
Driving	Y		X		
Food handling	N				
Night working	N				
Electrical work	N				
Physical Effort	Y	X			
Mental Effort	Y			X	
Emotional Effort	Y		X		
Working in isolation	Y				X
Challenging behaviour	Y			X	