

**Name:**

**Department (and Section where appropriate):** Training

**Grade:** G3

**Job Title:** Instructional Designer

**Immediate Line Manager (Job Title):** Digital Learning Strategy Project Manager

### **Job Purpose**

This job will play a key role in the development of Campden BRI's digital learning offer, providing expertise in instructional design and developing digital learning material ready for the launch of the Campden BRI digital learning platform, establishing a recognised and credible source of on demand learning for our clients worldwide.

Working on the development of a portfolio of eLearning modules through audits of existing training content and assets. Identifying suitable learning pathways for different users, learning outcomes, asset gaps and delivery formats for digitising content.

Providing instructional best practise in the use of digital content and learning technology to create the best possible solution to deliver the learning outcome.

### **Main Duties (including % of time spent)**

- Working with subject matter experts to conduct content and audit assets of subject areas; identifying delivery formats for digitising content, using a blended learning model to provide learning and engaging experiences with demonstrable benefits. 20%
- Using instructional design skills to design and build engaging user experiences and learning materials utilising a variety of creative technologies. 50%
- Project managing content audit, design and build to meet launch deadlines. 5%
- Providing critical review of all processes and content to ensure requirements are end user focussed. 10%
- Selection and implementation of appropriate authoring tools to ensure a high standard of digital learning content is produced, creating guidance on tools and processes and training end users. 5%
- Using data analytics to inform content development and optimal engagement by users. 5%
- Keep abreast of the latest authoring tools, technologies methodologies and testing resources 5%

### **Knowledge, Skills & Experience**

- Ideally educated to degree level with wide experience of digital learning field and technologies.
- Demonstrable knowledge of learning and development and instructional design of eLearning content; ideally with experience from a training provider.
- Extensive experience of using authoring tools, including Articulate, Storyline and Rise 360
- Experience of video capture and production (desirable but not essential)
- Ability to communicate effectively at all levels, working collaboratively with stakeholders and subject matter experts.
- Ability to influence staff outside of line management structure
- Highly organised with an ability to work to deadlines and under pressure, maintaining attention to detail.
- Project management skills, working with internal stakeholders.
- Ability to spot business development opportunities and to follow them through
- Self-starter, motivated and resilient
- Confident and able to "think on feet"
- Able to apply critical thinking to analyse a problem and develop the best solution.
- Aptitude for technology and ability to autonomously learn new tools quickly.
- Ideally with experience of the food and drink industry and/or science & technology sector but not essential

**KEY TASKS & RESPONSIBILITIES****1. Communications**

- Ability to communicate clearly and simply complex/specialist/technical information
- Excellent written and verbal communication skills for client facing communication
- Liaison with internal and external contacts
- Proactive interaction across organisation
- Ability to handle challenging situations and maintaining strong relationships

**2. Analytical Skills & Creativity**

- Analysis of technical information and development of creative but pragmatic plans based on such inputs.
- Ability to process multiple information streams and opinions to arrive at a considered, synthesised outcome.
- Structured but creative approach to problem solving
- Able to balance activities requiring deep and sustained concentration with day-to-day activities.
- Ability to balance longer term objectives and deliver against shorter term deadlines with variable notice periods.
- Ability to apply critical thinking to analyse a problem and develop the best solution.

**3. Management of Activities**

- Strong organisational skills and ability to recognise and meet deadlines
- Development and co-ordination of digital training learning and development projects
- Communication of detailed information to internal/external clients and suppliers
- Identification of promotional opportunities for Campden BRI training
- Meet targets
- Proactive management of own time to meet project deadlines, including short term and long-term projects.

**4. Management of People**

- Ability to advise and influence colleagues.
- Manage staff across the organisation to ensure delivery of digital training learning and development programmes

**5. Management of Finance & Resources**

- Responsible for maximising value for money from suppliers.
- Responsible for programmes being delivered on time and profitability.
- Commercial sensitivity to budget constraints on large scale projects

**6. Autonomy & Accountability**

- Working primarily unsupervised with general autonomy for department, project-related and client-based activities within the departmental scope
- Empowered to initiate and contribute to corporate activities outside direct sectional focus following consultation with line management.
- Minimal supervision.
- Responsible for managing own workload in order to meet pre-agreed deadlines and consistency of delivery.
- Accountable as direct and sole Campden BRI representative on projects and in client-facing activities.

**7. Working Environment**

- Primarily Chipping Campden based but requirement for occasional travel in the UK as well as abroad.
- This role will allow for a mix of home working and onsite as required.

**8. Other designated job roles** (Please tick those applicable) *To be confirmed*

Quality Co-ordinator  
 Safety Co-ordinator  
 First Aider  
 First Aid Leader  
 Fire Officer  
 Fire Leader  
 Software Co-ordinator  
 Trained internal Auditor  
 Equipment Officer  
 Departmental Archivist  
 Hygiene Manager  
 Process Hall Manager  
 Event Director  
 Risk Assessor  
 Biological Safety Officer  
 Safety Representative  
 Safety Committee Member  
 Sample Receipt Steward  
 Authorised Driver (in line with Car Policy)

**DSE User**

**Manual Handler**

**Signed & Dated**

Job Holder ..... Date .....

Line Manager ..... Date .....