

Senior Digital Learning Designer

Job Level	4	Job reference No.	
		Role review	January 2025
Directorate	Internal Services	Service/Function	People Services, Learning & Development
Reports to	Strategic People Lead – Learning		

Scale and scope of role

Direct reports	0	Indirect reports	0
Budgetary responsibility / accountability	N/A	Accountability for other resources	N/A

Context

We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives.

We are part of the global Red Cross and Red Crescent humanitarian network.

Our values and principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do.

As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Purpose of the role

The Senior Digital Learning Designer plays a crucial role in enabling the British Red Cross to meet its strategic aims by leading through the process of scoping, designing, and delivering digital learning projects. This involves working closely with stakeholders at all levels to ensure optimal outcomes. By designing high-quality, innovative, and engaging digital learning content, this position enhances the skills and capabilities of all staff and volunteers, aligning with organisational priorities. The role also sets and maintains quality standards for digital learning content to ensure compliance and excellence, while focusing on continuous improvement, collaboration and driving forward digital learning best practices.

Main responsibilities

Digital learning development

- Use a planned consultancy approach to determine digital learning needs and conduct design projects – working closely with key stakeholders and SMEs including senior managers and leaders to ensure optimal outcomes and ROI.
- Collaborate across the Central Learning and Development (L&D) team and with subject matter experts (SMEs) to design, develop, and maintain digital learning solutions that are engaging, accessible, on brand, and mobile-compatible.
- Partner with key stakeholders, SMEs, and focus groups to conduct Digital Learning Needs assessments and ensure digital learning interventions are relevant, fit for purpose, and aligned with British Red Cross strategic goals.
- Apply best practices and adult learning principles to all digital learning development, ensuring content exceeds the minimum quality criteria.
- Utilise design tools such as Articulate 360, Vyond, and Adobe Creative Cloud to create visually appealing and high-quality learning interfaces and solutions.
- Design and produce instructional videos, including scripting, filming, and editing, to create dynamic and interactive content that enhances learning engagement and retention.
- Use video editing software to refine visual and audio elements of instructional materials, ensuring high production values and adherence to organisational branding.
- Lead or support the commissioning/procurement of suppliers for digital learning solutions and resources to meet organisational needs.

Learner experience

- Lead the development of assets and packages to enhance the learner experience from the initial digital engagement to ongoing learning, utilising the most relevant authoring tools and approaches.
- Ensure that the content is appropriately set up and accessible on the Learning Management System (LMS), leveraging the system's flexibility and features.
- Oversee the presentation of content within the LMS to ensure ease of access, content discoverability, and a cohesive user experience through the use of the content management system.

Continuous improvement

- Review and identify opportunities for revising digital learning content to align with industry best practices.
- Maintain and evaluate success measures and Key Performance Indicators (KPIs) for ongoing relevance and effectiveness.
- Collaborate with internal and external parties to optimise the setup and presentation of digital learning content for learners.

- Evaluate the effectiveness of digital learning content through systematic feedback collection, analytics, and learner assessments to inform updates and ensure that the content achieves desired learning outcomes.
- Conduct periodic reviews of all digital learning materials using established evaluation frameworks to assess both learner satisfaction and the impact of the learning on performance.
- Leverage data-driven insights to refine and enhance the learning experience, ensuring that digital content remains cutting-edge and educationally impactful.

Personal Development

- Build and maintain external networks and stay informed about industry trends and innovations in learning.
- Engage with like-minded colleagues across the Red Cross Movement to share best practices and insights.
- Commit to ongoing personal development to enhance own skills and support both team and learner development.

Team Member

- Actively participates in all team meetings
- Supports other team members
- Work and behaves in accordance with all BRC policies and procedures
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).



Pre-engagement checks

Criminal Records

Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

Drivers Checks

> No

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis in the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.

Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)		
Knowledge and Skills	Essential	<ul style="list-style-type: none"> • Knowledge and understanding of digital learning best practice through qualification or experience • Strong graphic design skills and creative abilities with the ability to author digital learning using a range of software (including Articulate Storyline, Articulate Rise, Vyond and the Adobe Creative Cloud) • Ability to produce and edit high-quality, engaging videos (including recordings) • Knowledge of learning management and content management systems and how to use to ensure user centric learning • Excellent knowledge and experience of MS 365 • Strong communication skills with the ability to communicate confidently with a range of diverse stakeholders through a variety of mechanisms • Ability to influence others to achieve desired outcome • Ability to analyse, interpret and generate insight from a range of data sources • Strong organisation and time management skills to be able to deal with multiple projects and challenges and ensure all priorities are met • Ability to work tight deadlines, revising priorities to manage incoming work and tasks making effective decisions in a collaborative team environment • Ability to prepare and present reports, written communications and presentations • Knowledge of inclusive learning practices and frameworks; related to digital learning 	S		
	Desirable	<ul style="list-style-type: none"> • Understanding of the voluntary sector, including working with staff and volunteer groups • Knowledge of HTML and CSS coding 	S		

Experience	Essential	<ul style="list-style-type: none"> • Scoping, designing, organising and delivering blended and bite sized digital learning solutions, applying digital learning principles • Project management across multiple projects simultaneously, from conception to evaluation • Experience of producing comms and engagement resources to support the rollout of new initiatives • Stakeholder engagement and communication • Evaluation and monitoring of digital learning • Experience adapting learning to meet learner needs including those with access requirements 	S		A
	Desirable	<ul style="list-style-type: none"> • Experience of learning platform design and administration (i.e. Cornerstone on demand) • Experience creating digital learning solutions for volunteers / non-digital adopters 	S		
Behaviours	<p>Your Expertise – Your technical knowledge and skills you bring to your role, helping to drive continuous improvement</p> <ul style="list-style-type: none"> • You keep learning to achieve your goals and grow your expertise <p>Driving Performance – How you support yourself and others to develop and manage team and wider organizational performance.</p> <ul style="list-style-type: none"> • You support others in the team by sharing learning, and seeking and offering respectful and constructive feedback • You seek and listen to diverse perspectives and understand different needs and preferences <p>Your Impact – Your communication style, and how you build relationships with colleagues and stakeholders leading across boundaries and authority</p> <ul style="list-style-type: none"> • You build strong relationships, listen to, respect and learn from others' perspectives, experiences and feelings • You influence, support and build trust with all those you work with <p>Empowering Each Other – How you make decisions, share feedback and help each other to learn from successes and failure without blame</p> <ul style="list-style-type: none"> • You make effective, evidence-based decisions in a timely manner • You help to promote a learning culture by encouraging creativity and seeing failures or setbacks as opportunities to learn 				
Additional	<ul style="list-style-type: none"> • Ensures inclusive practice and promotes diversity • Has an ability and willingness to travel throughout the country, staying overnight on occasion 				

