# eLearning Designer

| Department: | Marketing | Salary range: | £18,000 - £22,000 |
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| Reports To: | Disability Support Marketing Content Team Leader | No Direct Reports: | 0 |
| Location: | Office / Hybrid | Level: | |

## The Group

eQS's founding principle is to create a 'good business that does good' and the company has been driven by that ethos since 2006. Together, the Group's portfolio of diversity, inclusion and wellbeing businesses comprise the UK's leading Diversity, Equity and Inclusion (DEI) specialists. Now nearly 100-strong, the eQS workforce are united in a common goal: removing barriers to education, work and life, and transforming internal cultures to create social and business benefits on a national scale.

eQS has initiated a Group-wide DEI review, designed and delivered by our own workplace DEI division, EW Group and Challenge Consultancy. This project includes a comprehensive diversity audit across all areas of the business from recruitment, management, policies, communications, training and more to ensure all our practices are inclusive and support diverse talent. Black, Asian, minority ethnic and disabled people are currently underrepresented at eQS and are particularly encouraged to apply.

More information is available here: Home – EQS.

## Key accountabilities & responsibilities:

**The Role**

As **eLearning Designer** you will support the design and development of our blended learning content within our sector leading Assistive Technology and Mental Wellbeing e-Learning solution – Learning Labs. This will include being part of the overall design and creative concept, together with scripting and storyboarding of the digital learning components and enabling our levels of accessible and functionality testing.

You will **develop and deliver digital learning solutions** using visual and audio recording equipment, and Adobe Creative Cloud for design to creating impactful and engaging content. Maintain our quality of learning and version control of content in our in-house LMS. Working alongside our Content Team Leader & Brand Ambassador to create an inclusive learning culture to enable our customers to succeed at the point of need.

Your opinion matters, so we'll love it if you come to the management team with ideas on how we can improve our solutions.

We offer a hybrid working model, however you will be required to be in the office on some days, the ability to travel to our Hebburn office is required.

Your induction period will be office based.

## Experience, knowledge, skills and competencies

**Key Responsibilities:**

- Creating graphic educational content for our e-learning portal – Learning Labs (www.learninglabs.co ).
- Work collaboratively as part of a sprint team, together with UI Developers and subject matter experts to ensure the end products meet the original design specification.
- Work collaboratively within the marketing team and with the wider team to ensure brand consistency across all media and to lead on design and learning experience consistency.
- Analyse data and understand learner and client requirements for each blended learning programme.
- Work with the Content Team Leader and Brand Ambassador to ensure the design fits with the overall vision for the project or client requirement.
- Write high quality scripts and develop storyboards for the production of digital learning. This could include creation of video, animation and other e-learning formats and include Audio file editing.
- Work with Brand Ambassador to review and evaluate methods and metrics to meet their business needs.
- Help to develop and support Learning Labs to ensure we have confidence in content development to keep the product as the number one e-earning solution in the DSA sector.
- Ensure that company policy, goals and objectives are being adhered to and represented within the design of e-learning.
- An Interest in learning technologies, innovative learning approaches and modern training techniques.

**Essential Skills and Experience**

- Experience in digital content production, able to storyboard, design and develop engaging training – 0-2 years working in a similar role, if this is your first role we'd love to see examples of what you have previously created at university or in freelance roles.
- Passion for Learning and Development
- Experience in digital creative tools (e.g. Articulate 360, Photoshop, Illustrator, In Design) and digital animation skills (e.g. After Effects, Final Cut).
- Willing to learn new skills and develop existing skills.
- Good understanding of design principles and best practices with great attention to detail
- Able to adapt quickly to business priorities and to solve problems creatively and effectively.
- Self-motivated with a high level of pride in your work
- Has a 'can do' approach and work effectively as part of a team as well as independently.
- Happy to be part of a multi-functional marketing team and comfortable working with people at all levels of the company

**Desirable Skills and Experience**

- Experience of the DSA and/or education sector but not essential.
- Understanding of accessible design.
- Specialist skills in video design, graphic design or LMS

## Our Values

We are looking for candidates who share our values:

### Be Fearless

Genuine innovation can come from the silliest of ideas. We encourage each other to approach problems **by not worrying about making a mistake** and instead, proposing a ridiculous solution that asks, "why not…?" Channelling **entrepreneurial spirit** with a sense of **dynamism** has formed our **daring** and **confident** team. Because the traditional path does not always work when we are trying to change the world.

### 1+1= T3am

As individuals our people are unique, talented and important to us, and together we are **formidable**. We **embrace** the **diversity** of the individual and actively encourage **accountability** and **collaboration** towards the common goal. We believe in **inclusivity** and **equality** for all. We support one another by sharing our strengths, so that our weaknesses will fade.

### We are Impactful

We stick to our motto of being 'a good business that does good'. It is our mission to create a **positive catalyst of change** in people's lives, enabling them to **achieve goals** in education, work and life. In delivering this we are committed to our **responsibility to environmental and social values and financial stability**, leaving behind our own unique **legacy**.

### Continuous Self Development

We believe that every experience teaches us something new and shapes the people we are. Our **listening**, **learning** and **critical thinking** helps make us professional **problem solvers**. It is our duty to help others **grow** and to **inspire** one another through our thirst for taking on **new challenges** with a **can-do attitude**. Our dedication to lifelong learning will support you in being the best you can be.

### We tell it How it is

We get stuff done. Using our **straight-talking**, **knowledge-based logic** we keep our **focus** on the target. Our simple approach also helps keep things as **accessible** and **inclusive** as possible. In our **open** and **honest** culture we actively keep each other informed. This means we come to a great place to work in every day, alongside down-to-earth people who are **easy to work with**.

### Work hard Have fun

We **work hard** for what we believe in and put effort into all we do, **celebrating successes** – right down to the everyday victories. It's important to have a **sense of humour** with all that work and life can throw at you, which means it's our **priority to maintain a healthy work-life** balance for our team. This shared attitude just makes us even more **proud of what we do** and why we do it.

We support our staff in fulfilling the values with our monthly Lunch 'n' Learn programme where members of the team take turns to lead a fun and interactive workshop (and lunch is included!) We also run a LEAD (Leadership Exploration and Development) Programme to support our management team in growing as leaders of the business.

**Selection Criteria**

A = Application form

P = Presentation

PI = Panel interview

| Heading | Selection Criteria | Assessment Method |
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| 1. Knowledge | Basic understanding of digital content production with ability to storyboard, design and develop engaging training content. | A, P, PI |
|---|---|---|
| | Good understanding of design principles and best practices with great attention to detail. | |
| | Understanding of barriers learners with disabilities have. | |
| | Understanding of accessible design. | |
| | Strong copywriting skills with ability to create clear and engaging written content. | |
| 2. Technical/Administrative | Experience of using digital creative tools (e.g. Articulate 360, Photoshop, Illustrator, In Design) and digital animation skills (e.g. After Effects, Final Cut). | A, P, PI |
| | Ability to research and learn software products under own steam with analysis skills to design and develop scripts for e-learning training content. | |
| 3. Interpersonal and communications | Excellent customer service and customer relationship skills | A, P, PI |
| | Good professional spoken and written communication skills. | |
| | High standards of accuracy and attention to detail | |
| | Good people skills and ability to work collaboratively with colleagues across business functions | |
| | Ability to work with external stakeholders | |

| | Ability to describe and present work in front of groups of stakeholders | |
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| 4. Initiative and independence | Passion for Learning and Development<br><br>Ability to organise, prioritise and schedule work within an agreed set of priorities or work programme.<br><br>Ability to multi-task in a fast-paced environment.<br><br>Effective problem-solving techniques.<br><br>Confidence and proactive approach and able to use initiative to take ownership of content design.<br><br>Committed to high standards of quality. | A, P, PI |
| 5. Team working | Experience of working as part of a creative team; briefing and working collaboratively with colleagues to deliver successful outcomes.<br><br>Flexible and receptive to change.<br><br>Ability to develop and maintain strong, effective and professional working relationships.<br><br>Ability to influence and negotiate with colleagues with confidence and maintaining a positive and creative working relationship.<br><br>Ability to join and contribute to short term or ad hoc working groups around particular projects | A, P, PI |

| | Ability to work across ad hoc or virtual teams including external stakeholders. | |
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