Role profile

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| Job title | Digital Learning Manager | Job family and level | Administrative, Professional and Managerial Level 5 |
| School/ Department | Human Resources | Location | Kings Meadow Campus |

# Purpose of role

You will lead and manage our digital learning provision for all University staff. E-learning, digital pedagogy, blended learning, accessibility, and the integration of digital platforms in the learning experience is central to our programmes of activity. The post-holder is responsible for the maintenance and development of our digital learning systems and practice. Working closely with programme managers and advisers, the postholder will ensure the learning experience is appropriately enhanced by digital technologies, that the University remains at the cutting edge of the available and emerging technologies, that our academic and professional teams are proficient in its application and will lead in the further development of our e-learning and digital capability.

This role sits within Learning & Development in HRs Organisation & People Development Directorate.

We are ambitious for our people, and keen to ensure they realise their own potential.

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|  | Main responsibilities  (Primary accountabilities and responsibilities expected to fulfil the role) | **Approx % time per year** | |
| 1 | **Lead on ensuring learning experiences are appropriately supported by digital approaches**   * Deliver the digital strand of the University’s learning and development strategy specifically in relation to online learning for a wide range of roles, in conjunction with the wider learning and development team. * Lead the Discover Learning initiative to present all University learning and development opportunities to staff in one place through the new staff intranet. * To work closely and collaboratively with colleagues to create online learning resources that support our learning & development goals and ensure these resources are of a high standard, kept up to date and presented within the VLE (virtual learning environment) in an appropriate / accessible manner. * To provide pedagogical advice, encouragement and technical support to colleagues and subject specialists in order to design, develop and deliver a wide range of engaging, interactive and effective online learning resources across the range L&D programmes. * To lead on the systems management and administration of the University’s VLE and other digital platforms/services, handling issues such as user account management, general configuration tasks, upgrades and technical developments * To manage various administrative processes relating to content management, transfer and back-up, and responding to technical enquiries from staff. * To manage the relationship with our e-learning and digital platform service providers. * To implement and promote new digital and e-learning services to further enhance the learning experience. * Liaison with stakeholders from IT and Marketing to develop the learning platforms and establish learning journeys. * Using innovative digital methods to create exciting content. Stay up to date with emerging technologies and trends in digital learning to ensure that the University is applying the most effective solutions in its people development. * Monitor budget spend reports, looking to ensure best value. * Ensure compliance with relevant regulatory requirements including GDPR, Accessibility, FOI and copyright issues. * Lead on continuous improvement to digital aspects of workstreams by responding to evaluation and data evidence. * Keep abreast of professional development activities within and beyond the sector to ensure latest thinking and research is informing the design, content and delivery of our provision. | 25% | |
| 2 | **Building understanding and capacity**   * Deliver professional development activities, where necessary, to enable academic and other staff to create engaging online content and to deliver effective online teaching. * Manage the initiation, development and dissemination of the University’s e-learning platforms by engaging with stakeholders and regarding requirements. * Keep abreast of developments in the higher education sector in use of artificial intelligence (Ai) and disseminate knowledge through university networks. * Take responsibility for own professional development, including undertaking training courses where necessary to develop skills required to fulfil this position effectively, and to participate in meetings, conferences and other events relating to the use of technologies in education. * Take a lead in ensuring connectivity with and utility from the Learn component of the new HR platform. * Identify, adapt and re-use third party tools and content, as appropriate, to enhance the University’s online people development provision, and liaise with publishers where necessary to ensure effective integration of materials. * Liaise with external professional services as appropriate. * Represent digital learning on relevant committees and working groups in an effort to ensure an integrated approach e.g accessibility and AI. * Implement learning to support an AI maturity model together with colleagues in learning and development and subject specialists * Proactively encourage and implement communities of practice in digital technologies, advocating connectivity and learning for university colleagues. * Liaise as necessary with IT managers and other teams to ensure the effective integration of relevant services and platforms. | 25% | |
| 3 | **Manage appropriate accessible VLE online functionality:**   * Manage the University’s online learning platforms. * Liaise with multiple internal stakeholders to curate content for the VLE ecosystem * Identify and engage with external parties/service providers for relevant content curation in line with UoNs policies and processes * Implement digital operations as per annual planner * Track participation on the platform and if necessary, identify areas for development * Develop a communication plan in conjunction with the UoN marketing team to promote and drive stakeholders to the University’s VLE * Identify, and analyse the risks which might impact ongoing running of the VLE and identify mitigating actions to be implemented to reduce this risk * Implement learning and development evaluation protocols into all digital learning and platforms. | 25% | |
| 4 | **Team management**   * As part of the collaborative working of the team become proficient at matrix management, working sensitively to task manage other level roles in pursuit of the team’s objectives. * Line-manage a small group of colleagues, ensuring they are suitably supported and developed in their role. | 15% |
| 5 | **Foster a culture of inclusivity and diversity of thought and practice**   * Working with colleagues, ensure that all provision is developed and   delivered in a way that is inclusive in thought and practice for all   * Working with colleagues within the team and across HR encourage,   enable and support the career development of under-represented  groups, as identified | 10% |
|  | **Other**  Any duties as required in accordance with the nature and grade of the post |  |

# Person specification

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|  | **Essential** | **Desirable** |
| **Skills** | * Ability to communicate effectively with staff at all levels * Ability to work effectively in a collaborative and consultative manner. * Excellent project and time management skills * Excellent interpersonal, relational and communication skills (including oral and written skills) * Excellence listening skills * Excellent creative thinking and innovative skills * Excellent negotiation and influencing skills * High degree of initiative, responsibility and self-motivation and a professional pro-active approach to problem- solving * Ability to work effectively under pressure to meet demanding and sometimes conflicting deadlines * Excellent attention to detail and strong influencing skills * Able to think creatively using personal judgement to develop, promote and implement own innovative ideas | * Coaching & mentoring |
| **Knowledge and experience** | * Experience creating online courses using e-learning authoring tools and learning and content management systems * Experience in planning and running multiple projects * Working knowledge of e-learning technology and SCORM authoring tools such as Articulate 360 and eLearning platforms such as Moodle * Proven experience in scripting and creating storyboards for eLearning * Experience of working with Subject Matter Experts to define storyboard content * Experience of storyboarding and filming creative content using DSLR cameras and lighting equipment * Proven experience of managing an LMS * Experience of hosting webinar training sessions * Contract and budgeting experience * Experienced in creating/leading on a digital strategy and embedding new processes * An excellent level of IT and AV literacy including standard MS Office applications, analytical and data visualisation software and video/audio/image editing. * Experience of information management and using data collection methods to ensure consistency of data. * An understanding of how AI can be used to enhance working practices. * Website management experience * Good people management with experience of working with third party suppliers, senior volunteers | * Knowledge of the Higher Education sector * Minimum 3 years’ experience of developing and delivering eLearning * Experience in using the Adobe Creative Suite: Audition, Premiere Pro to create engaging and rich video content * Familiarity with Virtual learning Environments (VLE), Learning Management Systems (LMS) and other digital learning platforms. * Experience using collaborative networking tools to share and connect with others. |
| **Qualifications, certification and training (relevant to role)** | * Honours Degree, or equivalent and significant experience in similar / related field | * A qualification related to the use of online learning technology |

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| Athena SWAN Silver Award logo | As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those whose protected characteristics under the Equality Act 2010, are not well-  represented in our current staff body. |

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| Decision Making  |  |  | | --- | --- | | **Taken independently by the role holder** | * To provide pedagogical advice, encouragement and technical support to colleagues and subject specialists in order to design, develop and deliver a wide range of engaging, interactive and effective online learning resources across the range L&D programmes. * To lead on the systems management and administration of the University’s VLE and other digital platforms/services, handling issues such as user account management, general configuration tasks, upgrades and technical developments * To manage various administrative processes relating to content management, transfer and back-up, and responding to technical enquiries from staff. * To implement and promote new digital and e-learning services to further enhance the learning experience. * Using innovative digital methods to create exciting content. Stay up to date with emerging technologies and trends in digital learning to ensure that the University is applying the most effective solutions in its people development. * Deliver professional development activities, where necessary, to enable academic and other staff to create engaging online content and to deliver effective online teaching. * Manage the initiation, development and dissemination of the University’s e-learning platforms by engaging with stakeholders and regarding requirements. * Take responsibility for own professional development, including undertaking training courses where necessary to develop skills required to fulfil this position effectively, and to participate in meetings, conferences and other events relating to the use of technologies in education. * Take a lead in ensuring connectivity with and utility from the Learn component of the new HR platform. * Identify, adapt and re-use third party tools and content, as appropriate, to enhance the University’s online people development provision, and liaise with publishers where necessary to ensure effective integration of materials. * Represent digital learning on relevant committees and working groups in an effort to ensure an integrated approach e.g accessibility. * Identify and engage with external parties/service providers for relevant content curation in line with UoNs policies and processes. * Implement digital operations as per annual planner. * Track participation on the platform and if necessary, identify areas for development. * Identify, and analyse the risks which might impact ongoing running of the VLE and identify mitigating actions to be implemented to reduce this risk * Generate monthly usage reports on the UoN VLE for management review and evaluation. * Line-manage a small group of colleagues, ensuring they are suitably supported and developed in their role. | | **Taken in collaboration with others** | * To work closely and collaboratively with colleagues to create online learning resources that support our learning & development goals and ensure these resources are of a high standard, kept up to date and presented within the VLE (virtual learning environment) in an appropriate / accessible manner * Liaison with stakeholders from IT and Marketing to develop the VLE and help establish learning journeys. * Monitor budget spend reports, looking to ensure best value. * Keep abreast of professional development activities within and beyond the sector to ensure latest thinking and research is informing the design, content and delivery of our provision. * Liaise with external professional services as appropriate. * Liaise as necessary with IT managers and other teams to ensure the effective integration of relevant services and platforms. * Manage the University’s online learning platforms. * Liaise with multiple internal stakeholders to curate content for the VLE ecosystem * As part of the collaborative working of the team become proficient at matrix management, working sensitively to task manage other level roles in pursuit of the team’s objectives. | | **Referred to the appropriate line manager by the role holder** | * Lead on continuous improvement to digital aspects of workstreams by responding to evaluation and data evidence. * To manage the relationship with our e-learning and digital platform service providers. * Develop a communication plan in conjunction with the UoN marketing team to promote and drive stakeholders to the University’s VLE * Provide input into the University’s learning and development strategy specifically in relation to online learning for a wide range of roles, in conjunction with the wider learning and development team. |   Expectations and behaviours | |
| The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University’s strategy, vision and values. The following are essential to the role: | |
| **Valuing people** | Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions. |
| **Taking ownership** | Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas. |
| **Forward thinking** | Driven to question the status quo and explore new ideas, supporting the team to “lead the way” in terms of know-how and learning. |
| **Professional pride** | Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance. |
| **Always inclusive** | Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider  the wider context when sharing information making full use of networks and connections. |

Key relationships with others

**Line manager**

Associate Director of L&D

Colleagues/staff

Digital Learning Manager

**Role holder**

**Key stakeholder**

**relationships**