

# Digital Learning Lead

**Team:** Development

**Responsible to:** Head of Development

**Location:** MHFA England central office and home working

## Overall purpose of the role

To manage MHFA England's existing and emerging digital learning content – creating, revising, editing, adapting content where necessary. To engage with brief initiators to gain clarity as needed and ensure delivery of impactful digital learning content.

## Key Responsibilities

### Strategy, Planning & Budgeting

1. Input into functional and cross-functional strategies and plans, where relevant, based on detailed understanding of digital learning and potential implications and impact for our digital learning content.
2. Plan own work to deliver against the functional plans and targets and any relevant cross-functional projects.

### Implementation

3. Deliver on a day-to-day basis the products, processes or services within the digital learning area in line with agreed strategies, plans and targets.
4. Develop systems, frameworks and processes to support effective delivery based on digital learning area of expertise.
5. Manage projects to support effective delivery within the digital learning area of expertise.

6. Identify any potential risks and issues that may impact future delivery and ensure any internal controls in digital learning area are being adequately managed.
7. Manage the design and maintenance of our digital learning content, across our learner, client, and instructor materials, and advise on approaches based on knowledge and experience.
8. Deliver digital learning content that is learner led and has been tested as part of our innovation approach.
9. Implement the anti-racism, accessibility and equality approaches into digital learning products and content.

## Collaboration and connectivity

10. Collaborate across the Development Team to ensure delivery of goals; whilst contributing to the wider delivery of the Directorate's strategic goals.
11. Work closely with fellow instructional designer(s) and Product Content Lead to continually improve ways of scoping, developing and delivering products and content.
12. Facilitate positive relationships with other teams and work with peers across the team to support overall delivery.
13. Manage stakeholder relationships key to delivery success (internal and external).

## Leadership & Management

14. Deputise for Head of Development in their absence.
15. Role model culture and behaviours.
16. Coach and support wider team members – especially those working in Support roles - to be engaged, collaborative and highly performing.

## Person specification

The essential requirements of the role will form the criteria for short listing and selection. Desirable characteristics may support decisions to fine tune shortlisting where there is a ‘tie break’. The person specification documents the priority experience, skills and knowledge that will enable the person to be successful – it is not an exhaustive list.

	Essential	Desirable
Experience / Qualifications	<ul style="list-style-type: none"> <li>• Relevant professional qualification /Degree or equivalent experience</li> <li>• Demonstrable experience of working in a busy digital learning role – with tight deadlines and changing priorities</li> <li>• Experience of developing digital learning solutions and/or experiences via learner led, experimentation and insight gathering methods and processes</li> <li>• Experience of storyboarding learning with SMEs to develop digital content</li> <li>• Experience of working in learning and with learning content</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of consultancy – working with external clients or from being an in-house business partner</li> <li>• Experience of generating income</li> <li>• Experience of managing own workload with conflicting priorities</li> </ul>



	Essential	Desirable
	<ul style="list-style-type: none"> <li>• Significant experience of successfully coordinating or managing projects</li> <li>• Coaching experience</li> </ul>	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Demonstrable understanding of Learning &amp; Development professional area</li> <li>• Expert knowledge of InDesign, Articulate Storyline, Evolve and LMS systems</li> <li>• Basic knowledge of Mental Health &amp; Wellbeing in the workplace</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness of the innovation cycle and how this applies to developing learning solutions</li> <li>• Knowledge of workplace training market</li> <li>• Developed knowledge of Mental Health &amp; Wellbeing in the workplace</li> </ul>
<b>Skills/ Abilities</b>	<ul style="list-style-type: none"> <li>• Ability to undertake design of digitally delivered learning (i.e. individual led learning like e-learning)</li> <li>• Ability to co-ordinate closely with other teams, quickly understand context and requirements and collaborate to achieve timely results</li> <li>• Effectively manages relationships</li> <li>• Works collaboratively</li> <li>• Effectively manages projects</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to manage multi-stakeholder relationships/projects</li> </ul>



	Essential	Desirable
	<ul style="list-style-type: none"><li>• Ability to persuade and influence internal and external stakeholders</li></ul>	
Competencies	<ul style="list-style-type: none"><li>• Excellent communication skills</li><li>• Problem solver</li></ul>	
Core Beliefs	<p>At MHFA England we would like for all applicants and staff members to hold shared fundamental beliefs such as:</p> <ul style="list-style-type: none"><li>• <i>Equal opportunities for all</i></li><li>• <i>Working collaboratively instead of siloed</i></li><li>• <i>Ability to learn and grow – taking on new ideas</i></li><li>• <i>Compassion and empathy</i></li></ul>	



MHFA England

Living our values	Making good decisions to deliver strong results	Effective engagement and communication	Building healthy relationships and a sense of belonging	Learning from our mistakes and successes
<ul style="list-style-type: none"> <li>➤ Inspires, motivates, coaches and supports teams members to be engaged and highly performing and role models culture values behaviours</li> <li>➤ Is authentic, brings whole self to work and encourages others to do the same</li> <li>➤ Is mindful, listens with empathy/EQ</li> <li>➤ Actively champions and advocates mental health and wellbeing, diversity and inclusion</li> <li>➤ Actively empowers staff and encourages distributed leadership</li> </ul>	<ul style="list-style-type: none"> <li>➤ Takes responsibility for making and implementing unbiased decisions</li> <li>➤ Is flexible and responsive as priorities and requirements change</li> <li>➤ Effectively seeks solutions and solves problems, empowering others to do the same</li> <li>➤ Supports others in their decision-making and problem solving</li> <li>➤ Engages the team in planning and decision-making where appropriate</li> <li>➤ Empowers the team and places trust in them to take ownership, make decisions and deliver results</li> <li>➤ Passionate and skilled at coaching others, challenging them to improve and managing performance</li> </ul>	<ul style="list-style-type: none"> <li>➤ Is approachable, clear and assertive</li> <li>➤ Cascades important and relevant information to team and others clearly and swiftly</li> <li>➤ Tailors communication and influencing style accordingly</li> <li>➤ Listens to and empathises with others to understand the root of situations before responding</li> <li>➤ Proactively shares knowledge and information</li> </ul>	<ul style="list-style-type: none"> <li>➤ Role models effective, mutually supportive teamwork with colleagues</li> <li>➤ Effectively manages the expectations of others, gaining buy-in where required</li> <li>➤ Builds and invests in relationships across the organisation</li> <li>➤ Uses awareness of how own team fits within the wider organisation to find solutions</li> <li>➤ Understands the team and works to their strengths</li> <li>➤ Advocates upwards for team members</li> <li>➤ Builds and encourages team spirit and wellbeing</li> <li>➤ Supports others in adapting to change</li> </ul>	<ul style="list-style-type: none"> <li>➤ Demonstrates creativity in order to improve how things are done in own area of work</li> <li>➤ Takes an entrepreneurial approach to improving how we do things</li> <li>➤ Consistently seeks opportunities to enhance own development and build expertise</li> <li>➤ Role models a positive and constructive approach to giving and receiving feedback</li> <li>➤ Encourages team members to innovate and improve the way they do things</li> <li>➤ Embraces change and demonstrates flexibility in adapting to it, and helps others to see the benefits and opportunities</li> </ul>