
JOB DESCRIPTION

Job Title: Digital Learning and Development Manager

Grade: D

Department: Learning & Development (L&D), People Team

Main purpose of job:

Act as the primary digital learning champion for digital learning within CAF. Curate, design, and develop engaging, accessible, and user-friendly digital and multimedia content to enhance learning for CAF's hybrid workforce. Deploy content that aligns with CAF's strategic objectives. Manage the implementation and maintenance of CAF's digital learning system. Develop strategic plans integrating innovative technologies to support effective learning while ensuring compliance with relevant standards and best practices.

Responsible to: L&D Manager

Budgetary responsibilities: Digital and e-learning solutions within the L&D budget

Key Job Responsibilities:

1. Create the digital strategy - aligned to the overall L&D strategy. Looking beyond the horizon to emerging technology.
2. Conduct Learning Needs Analysis (LNA) with internal clients who request a digital solution to an identified gap. Advising other approaches where digital will not meet the need.
3. Pro-actively work with and influence key stakeholders and internal customers across the organisation, ensuring digital learning and e-learning content and its delivery is aligned to CAF's strategic priorities.
4. Manage end-to-end delivery of the digital element of internal learning projects, leaning towards blended learning.
5. Create content that is highly engaging and effective in delivering the required learning, using accelerated learning (AL) techniques and brain-friendly learning. Regularly review content to ensure it is up to date and meets regulation.
6. Research and resource external digital learning offerings. Set criteria for selection and make the decision on the most appropriate (cost vs impact) solution.
7. Maintain the relationship with our LMS provider ensuring that there is a win/win collaborative approach.
8. Build excellent working relationships with Internal IT support colleagues.

9. Market internally the digital offering and the LMS brand, through regular proactive and intentional internal communication campaigns, so that employees are engaged, know what is available to them, where to find it and how to get support.
10. Digital learning marketing campaigns, supported by internal communications, should promote overall use of the LMS and include a programme of events and activities to drive activity and employee interaction.
11. Design and run staff familiarisation sessions for those new to CAF and the LMS
12. Set up learning and career pathways on the LMS that will allow employees to 'lean into' their own growth and development. Work in conjunction with the L&D manager to be aligned.
13. Track and evaluate use and engagement of the LMS. Paying particular attention to the Kirkpatrick level 4 attributes of ROI and ROO.
14. Keep up to date with new digital initiatives, understanding the impact and opportunities of augmented reality, AI, gamification, and virtual reality.
15. Be the expert (SME) go-to on all aspects of the LMS, understanding the possibilities of the system utilising the advanced features to CAF's benefit.
16. Continuously seek and stay up to date on digital learning developments in the external environment and regularly update the L&D team on new opportunities for improving our offer.
17. Build our offering to the best accessibility standards including WCAG 2.0. Champion the needs of those less able to access digital offerings.
18. Using the Kalidus tools maintain the LMS through maintenance, updates, and system improvements.
19. Work within policy and law. Strive towards best practice keeping a balance of time, cost, and resource. This role needs to pay particular attention to GDPR and the protection of data.
20. Manage the relationship between CAF and our existing provider ensuring a safe transition of data, and an effective contract exit.

CAF Values and Behavioural Indicators

The CAF Values and Behavioural Indicators set out in a transparent and consistent manner the explanation of the performance expectations of all CAF People. Through the use of common language and common standard, it combines a set of behaviours with the required technical skills and knowledge needed to effectively perform in any given role in CAF. This is used for the assessment, management and development of performance of all our people across CAF

Please refer to the link: [CAF values and indicative behaviours](#) for the CAF Values and Behavioural Indicators.

Date: June 2024

PERSON SPECIFICATION

Job title:	Digital Learning and Development Manager		Date:	June 2024
Attributes	Essential ✓	Desirable ✓	How Evidenced ⁺	
Experience <ul style="list-style-type: none"> Working within L&D - understands how digital contributes to blended learning approach Curating and creating engaging content Managing and promoting a LMS platform within an organisation 	<ul style="list-style-type: none"> ✓ ✓ ✓ 			
Qualifications <ul style="list-style-type: none"> Digital learning Certificate or Diploma or equivalent 		<ul style="list-style-type: none"> ✓ 		
Training <ul style="list-style-type: none"> Problem solving, project management and solution focussed Able to deliver face to face training on use of the LMS Understands the L&D cycle WCAG 2.0 and accessibility requirements for a diverse workforce CIPD L&D qualification or equivalent 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ 	<ul style="list-style-type: none"> ✓ 		
Specialist Skills/Ability/Knowledge <ul style="list-style-type: none"> E-Learning authoring tools (e.g. Articulate/Rise capable or similar) Other digital learning tools (e.g. Multimedia creation and video editing tools) Ppt/Excel and Word to Advanced level Enthusiasm for blended learning Agile thinking Adaptive/generative learner (reflective practice) Interest in AI, Augmented and virtual reality 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ 			
Marketing <ul style="list-style-type: none"> Able to market a brand and create communications campaigns Think strategically to look beyond the horizon of current digital capabilities 	<ul style="list-style-type: none"> ✓ ✓ 			
Interpersonal Skills <ul style="list-style-type: none"> Collaborative and 'we' not 'I' Comfortable with change Emotional Intelligence to work with a wide range of personality types Proactive and self-motivated with the ability to work independently as the SME for digital learning 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ 			
Prior to Appointment All posts: <ul style="list-style-type: none"> Credit Check Dow Jones Check Basic DBS Check Employment References Medical Clearance Right to Work in the UK 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ 		R/E	

Key

R = References, E = Evidence/Certificates, A = Application, C = Competency Interview, T = Testing/Assessment