



WE NEED YOU

WE'RE LOOKING FOR DIGITAL LEARNING SPECIALIST

LOCATION:
Hertford

WORKING HOURS:
Full Time

SALARY:
Up to £40,000

OTHER BENEFITS:
15% Reward Scheme Bonus, Life Assurance,
Perkbox Discounts, Aviva Pension, Samsung/HP
Discounts, Company Sick Pay, ETHIC Values -
Employee of the month: a chance to win a £500
lifestyle voucher!

CONTACT TYPE:
Permanent

blue square.

WE'RE LOOKING FOR A CREATIVE DIGITAL LEARNING SPECIALIST

Our Digital Learning Specialist is responsible for creating, managing, and enhancing our digital learning solutions to support the behavioural development and training needs of our people. You will lead the rebrand and rebuild of our Learning Management System (LMS). In this role you will focus on creating engaging online learning experiences through the design and authoring of a completely new menu of engaging digital Learning & Development (L&D) content to enhance learning outcomes, aligned with our People Development ambitions.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

DIGITAL LEARNING ENVIRONMENT

- Our LMS is our shelf edge for L&D learning – it builds our credibility and draws our learners in. You will lead and execute the rebrand and rebuild of our LMS to bring it in line with our L&D ambitions.
- Own the relationship with our L&D digital suppliers, working closely with account managers to ensure we maximise the potential of our digital tools.
- Keep the LMS running smoothly, ensuring the content is up to date with robust access controls to the materials our people need.
- Work with the Head of People Development on the development of our digital learning approach, leveraging the latest technologies and helping to create a learning experience that wows our audience.
- Create a community of LMS content owners to ensure all colleagues who need to add content to the LMS are trained in how and where to embed it, and understand the vision for our digital learning environment.

CONTENT CREATION AND DESIGN

- Create, design and author brand-new interactive multimedia e-learning using our brand expression as your north star. You will be working with a “blank canvas” to create brand ready, captivating learning experiences that tell impactful stories and land our learning.
- Create a clear e-learning methodology, ensuring that every piece of content has clear learning objectives, clear design vision and brings relevant thought leaders and learning models into the business.
- Step away from a “bite size” mindset and focus on binge-worthy content worth our colleagues' attention and time.
- Effective project management. Manage timelines, resources, and communication for digital learning projects, ensuring the on-time delivery of solutions.

LEARNING PHILOSOPHY

- Be guided by the learning philosophies we hang our hat on, ensuring that the models and theory we use in our digital space have synergy with those in our face-to-face offering.
- Champion our L&D ambitions, both digital and face to face, using our “Good, Better, Best” delivery framework to ensure we combat our colleagues' learning barriers of time and location.

TRENDS MONITORING

- Keep up to date with the latest trends in online learning and incorporate them into the company's digital learning strategy, making sure it always feels authentically us and not "just because".

DATA & ANALYTICS

- Identify and implement performance metrics and KPI's that continuously evaluate and assess the effectiveness of our digital offer, using data and insights to inform future decision making.

L&D MARKETING & COMMUNICATIONS

- Own the internal communication plan for the People Development Team. Be our storyteller and attention grabber to ensure our colleagues know what we do and how we can help them in their roles.
- Collaborate across teams as part of the wider internal communications strategy, ensuring that we create a community of best practice for learning comms and get it right for colleagues.

CULTURE & INCLUSIVITY

- Champion our values, and actively contribute to the development of our culture.
- Drive innovation to foster diversity and inclusivity across our digital offer.
- Support our wider People Priorities to ensure DE&I, Great Place to Work and our champions understand how to use our tools and digital space for maximum impact.

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're a people enthusiast who loves the digital space – you instinctively know how to combine a passion for people and technology to create a digital presence that people want to spend time in.
- Strong knowledge of LMS platforms, e-learning authoring and digital learning tools.
- You have proven experience in creating interactive digital learning, knowing how to engage audiences from a screen and land a message successfully.
- You're creative, with the ability to think of 'out of the box' when it comes to content. You know how to storyboard and create learning flows that stick.
- Excellent communication and collaboration skills – a natural storyteller and learning passionista.
- Ability to stay updated with the latest trends in digital learning, knowing how to apply them in our business and make sure it feels authentically Blue Square.
- Ability to translate our brand vision across our content, with a keen interest in L&D marketing and communications.
- You're able to deliver on your promises, a strong project manager, with strong organisation skills. Able to communicate timelines effectively.
- Strong attention to detail and commitment to quality.
- Ability to analyse learning metrics to assess effectiveness and improve content.
- Experience in creating multimedia content, such as video, for digital learning.

PEOPLE
DEVELOPMENT
DIGITAL LEARNING
SPECIALIST

Our ETHIC values are at the core of everything we do, the way we think, the approach we take. These five values are qualities we look for in every single member of the Blue Square team.

