**Job Description**

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| **Job Title:****Function:****Reports to:**  | Digital Learning DesignerPeople*Talent Development* |
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**The role**

The Digital Learning Designer will be responsible for administering Rise Up, our LMS, leveraging its data and analytics to identify skill gaps, and collaborating with stakeholders at all levels to explore new learning opportunities. This role requires creative flair, expertise in learning methodologies, and proficiency in Adobe Creative Suite and Articulate Storyline to develop engaging learning materials that support key business initiatives.

Designing and promoting engaging, creative and effective digital learning solutions using the Adobe Creative Suite, Camtasia and Articulate Storyline/Rise

* Partnering effectively with subject matter experts (SMEs) and senior stakeholders to create learning initiatives that meet our business goals
* Collecting feedback from learners to evaluate success and continuously enhance our learning offering
* Ensuring all materials follow brand guidelines and reflect our core values
* Staying up to date on both digital and instructional design trends
* Creating learning journeys within our learning managements system (LMS), assigning these to user groups and reporting on engagement and completion
* Leverage LMS data and analytics to pinpoint skill gaps and identify opportunities for new learning initiatives, ensuring programs are customised to support evolving business and employee development needs

**Skills and Experience**

Essential:

* Experience using Camtasia, Adobe Premiere Pro and Adobe AfterEffects for video editing, screen capture and animation
* Extensive experience in instructional design and applying this to creation and delivery of materials
* Experience of using digital learning authoring tools such as Articulate Storyline and Articulate Rise
* Excellent organisational and project management skills, with the ability to oversee multiple learning initiatives simultaneously while ensuring timely and high-quality program delivery
* Excellent communication and relationship-building skills, with the ability to influence stakeholders at all levels and collaborate with Subject Matter Experts
* Strong skills in user experience and graphic design
* Scriptwriting and voiceover creation
* Administration of learning experience platforms (LXP/LMS)
* Data analysis and problem solving

Desired:

* Promoting and marketing learning initiatives through internal communication channels

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| **Date:** | 27th February 2025 | **Prepared by:** | Amy Lam |