

# JOB DESCRIPTION

<b>Job Title</b>	<b>Digital Learning Developer</b>		
<b>Reports to</b>	<b>Director, Digital Product Development</b>		
<b>Department</b>	<b>Digital Learning (Learning Innovation)</b>		
<b>Job Family</b>	<b>Learning Design Focus</b>	<b>Level</b>	<b>3</b>

## About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

## About the Department

Digital Learning has a school-wide responsibility for the strategic direction, implementation and delivery of the digital learning portfolio, education technology roadmap and the School's library strategy. We are also responsible for generating revenue from the online portfolio. We deliver value to the school and its mission by leading and driving the following areas:

### Curation

Enable effective curation of the School's acquired and created learning resources and provide streamlined access, ensuring compliance with legal and regulatory guidance.

### Digital Product Portfolio

- 1) Grow the LBS online portfolio generating revenue from B2C, re-enforce the brand, and be a leading global digital executive learning provider.
- 2) Experiment with and explore new content, technologies, and trends to future proof our portfolio to deliver value and improvement to the digital learning experience.

- 3) Manage digital resource priorities for internal clients such as Advancement, Degree Programmes and Careers Centre, that can be reused across our learning experiences.
- 4) Deliver a systems and technology portfolio to support the department and schools research and digital learning strategy.

### **Research Amplification**

Amplify the visibility of the School's research through effective management of research systems, data and processes that underpin the School's research lifecycle.

## **Job Purpose**

***Evolve our digital learning portfolio and grow our online products and services to support Executive Education, Degree Education, Careers and Advancement. Experiment with and explore new content, technologies, and trends to future proof our portfolio to deliver value and improvement to the digital learning experience.***

- Act as an expert resource in digital learning content design and development aligned to our product development processes
- Lead on the design and build of courses within the Thingi platform
- Collaborate on the design, development, production and delivery of digital learning solutions and products
- Develop high quality online and multimedia content for use in the School's digital online portfolio and blended learning provision
- Partner with stakeholders from Exec Education, Degree Education, Career Centre, Advancement, and Faculty
- Collaborate on the design, build and implementation of the Lifelong Career and Online Learning offering for alumni
- Manage projects within budget, to quality standards and targets, demonstrating value and within set timescales
- Horizon scanning and experimentation with new digital content technologies
- Demonstrate usage, reusage and ROI for existing content and interactive technologies
- Flexible and timely video production and editing

### **Key Relationships:**

- Digital Learning partner teams - Customer Engagement, Amplify research, and Online Portfolio.
- Support services – Marketing, Technology, Systems and Data
- Business Stakeholders - Advancement, Career Centre, Degree Education, Executive Education
- External Associations and industry bodies

## **Key Areas of accountability and Key Performance Indicators (KPIs)**

### **Key areas of accountability:**

### **Strategy and Planning**

- Contribute to the development of the strategy for the Learning Design team, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Contribute to the development of Key Performance Indicators
- Demonstrate efficient and effective time management in all areas of responsibility.

### **Learning Design and Delivery**

- Partner with Instructional Designers and Project managers to lead on the build of courses and assets within the Thingi platform
- Design and develop learning solutions and materials, in line with London Business School and wider learning good practices, standards and targets
- Collaborate with members of the Product Development team
- Collaborate with stakeholders and contractors as required

### **Product/Proposition/Technical Knowledge**

- Research and keep up-to-date with industry and technological advancements and trends and use these to ensure that innovative and effective learning solutions are developed.
- Develop deep understanding of London Business School and competitor offerings.

### **Impact Assessment**

- Develop design recommendations to inform the continuous improvement of learning activities at London Business School

### **Collaboration and Relationship Management**

- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, identifying and initiating opportunities to collaborate for best learning outcomes.

### **Financial Management**

- Carry responsibility for a specific budget (project related), ensuring the cost-effective use of financial resources within budget.

### **Change Management**

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people

### **KPIs:**

- High quality completion of course builds on the Thingi platform in line with product development and delivery schedules.
- Delivery of high-quality learning initiatives and products individually or in collaboration with team members and stakeholders.
- All projects/products delivered on time, on budget and to quality standards complying with necessary regulations/processes
- Strong cross team working relationships with key stakeholders.
- Timely and robust co-ordination of third-party contractors, overseeing quality of work in line with team standards.
- Development of relationships within and outside the team, and positive feedback from all stakeholders. Collaborative approach to governance of design,

development and delivery of digital learning products across EE, DE, Advancement and Career Centre

- Improvements to processes and procedures in own area of specialism.
- Robust, quality data output to measure digital learning experience
- Successfully demonstrate curation of all digital learning products

## Knowledge/Qualifications/Skills/Experience required

### Essential

- Demonstrable experience and understanding of variety of LMS/LXPs and willingness to learn and experiment on the Thingi platform.
- Good stakeholder engagement skills with experience of collaborating with a range of different stakeholders.
- Sound understanding of the wider School's offerings and those of its competitors.
- Demonstrable project management skills, prioritization, achieving deadlines, communication, coordination, collaboration.
- Excellent organisational skills and meticulous attention to detail.
- Excellent time management and good problem-solving skills.
- Experience in a range of tools and software packages that can be used to create visually inspiring and well-designed learning resources (e.g. Articulate 360, Adobe Creative Cloud).
- Good knowledge of video production and content creation, including capturing and editing processes and tools (e.g. Premiere Pro and After Effects, etc.)
- Demonstrable experience of learning design and production of learning resources
- Good breadth and depth of knowledge of online learning content tools and software, current trends and the ability to develop and maintain own expertise

### Desirable

- Proven experience in web development using CMS Platforms (preferably WordPress) as well as the ability to write HTML and CSS.
- Knowledge of accessibility standards and inclusive design practices in the creation of digital learning resources.
- Experience in UI/UX design and development, incorporating good practices such as storyboard, wire framing and prototyping through user-centered design.
- Knowledge and understanding of legislation relating to digital education e.g. GDPR, Data Management & Privacy, Copyright, Accessibility
- Experience of supporting data-informed learning and teaching initiatives (such as learning analytics) to support online and/or blended learning.
- Demonstrable knowledge of business education and/or relevant sector.
- Experience in the research, piloting and implementation of learning technologies.

<b>Staff</b>	<b>N/A</b>
<b>Budgets</b>	<b>N/A</b>
<b>Date Updated</b>	<b>04/04/2025</b>