

Job Title:	Learning Designer
Reports to:	Managing Director, CEG Digital
Location:	Home Based
Mobility:	National

The Company

Since 1952, Cambridge Education Group (CEG) has been delivering the highest quality academic, creative and English Language programmes, preparing thousands of students to progress onto the world's leading universities. CEG is proud to offer a new suite of services, known as CEG Digital, to enable universities to expand global access to their higher education programmes. Working closely with partner universities, CEG Digital will help create, market and deliver part-time online and blended university programmes to students around the world, using cutting-edge technology, sector leading pedagogy and first-class support to provide an outstanding digital educational experience.

The Group operates under four different brands: CATS College – high schools in Cambridge, Canterbury, London, and Boston, USA; Cambridge School of Visual & Performing Arts (CSVPA) – Art & Design, Drama and Music courses in Cambridge, UK; **ONCAMPUS** – teaching foundation courses to University degrees on campuses in the UK, USA and mainland Europe; and Stafford House – year-round English Language schools in Brighton, Canterbury and London, and Study Holiday centres across the UK and the USA for juniors.

Whatever students aspire to, whichever college, school or centre they choose, Cambridge Education Group promises excellent teaching, premium facilities and the personal service our students demand.

Cambridge Education Group aims to be the undisputed customer service leader in the international education sector and to be recognised as such by its agents, partners and their clients, by the universities it works with and by its competitors. The objective is simple: to deliver exceptionally high standards of service in every single customer interaction and to ensure that our 'CARE' principles are clearly understood and are effectively applied across the whole organisation in all teams and at all levels of responsibility.

CEG is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The Company also expects all staff and volunteers to share the Company's commitment to Equal Opportunities within the workplace.

Job Overview

The post-holder will be responsible for the instructional and learning design of our first and any subsequent online learning programmes and/or short online courses. With deep expertise in developing and implementing online learning designs, the post-holder will bring a focus on delivering high quality learning experiences in a sustainable, repeatable manner through the online medium.

Working closely with the Online Learning Developer, and in close liaison with academic staff who provide the intellectual content for the online modules, the Learning Designer will be responsible for developing the pedagogical and instructional model for our online programmes. This will include both the development of an overall model for effective online teaching and learning, and the detailed learning design and storyboarding of individual modules and short courses. Although the focus of this role is weighted primarily towards pedagogic learning design (with the Online Learning Developer doing the bulk of the content development), the post-holder

will be expected to have strong technical web skills and be able at times to contribute to development/production work. There is a further instructional element to the role: the post-holder will spend much of her or his time working closely with academic staff to create detailed storyboards of their modules, and this will involve close advice and informal professional development.

The post-holder will also be expected to provide professional development opportunities to staff who go on to teach the online modules, and to play a leading role in evaluation and continuous improvement once delivery is underway.

The post-holder will need to have a balance of excellence in educational instructional design skills, technical knowledge of web design and development, and the ability to communicate clearly and productively with both academic and technical staff.

Job Description - Key Responsibilities

Design world class online learning experiences

- Leading the development of an overall model for best-in-class online learning.
- Responsible for the instructional design of online modules, from the overall structure down to a detailed week-by-week storyboarding of content, activities and assessments.
- Ensuring that instructional design for online programmes is focused squarely on helping online students to achieve the given learning outcomes.
- Evaluation and continuous improvement of online modules and short courses once they are in the delivery phase.
- Leading on learning design planning meetings with academic staff and other stakeholders.
- Seek out, evaluate and implement innovative solutions where they will enhance the quality of the student experience.

Maintain and safeguard the quality of all modules and courses developed for online delivery

- Deploy the principles of effective instructional design throughout the design and development process to ensure the delivered products are of the required quality.
- Work closely with the Online Learning Developer, and managing that role's work, to ensure that delivered products are true realisations of the original learning designs.
- Contribute to development and production of modules as needed.

Educate and inform

- Provide advice and guidance to academic colleagues as a core part of the process to convert face to face modules into online versions.
- Train lecturers and online tutors in how to teach online effectively.

Other Online Learning Projects

- Lead on the instructional design aspects of further online programmes and short courses as new projects and initiatives are activated.
- Work closely with academic staff who are engaged in created blended learning versions of existing face to face modules and short courses.

- Work closely with professional support colleagues to ensure that extra-curricular and support materials (e.g. study skills and careers online learning packages) also follow the principles of effective instructional design.

Professional Reputation and Key Relationships

- Establish an institutional and personal profile as a credible expert in the development of online learning experiences.
- Work closely with the Online Learning Developer and other project staff, including key representatives of professional services.
- Maintain effective relationships with academic staff involved in online learning projects, understanding the academic context and in turn helping them to understand how to convert face-to-face teaching and materials into effective online solutions.
- Represent the team at external events when required and to represent the Cambridge Education Group and its products and services at all times in a professional and knowledgeable manner.
- Remain updated on best practice in online learning design in business education.
- Build and maintain a network of appropriate contacts.

General Duties and Responsibilities

- To work within and actively support admissions and quality practices of partner University.
- To participate in the annual Performance appraisal process.
- To ensure communications systems and practices support effective management arrangements and promote good relations with staff and applicants.
- To be responsible for your own continuing self-development.
- To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the business without altering the nature or level of responsibility involved.

Person Specification

Customer First – It is ESSENTIAL all candidates meet the CEG Customer First CARE Principles:-

Commit

- Goes the extra mile
- Follows-up & follows through

Act

- Takes ownership
- Looks for a solution

Respond

- Addresses issues positively
- Communicates proactively

Empathise

- Is an active listener
- Is respectful and values our customers