



Star

## STAR ACADEMIES

*Nurturing Today's Young People, Inspiring Tomorrow's Leaders*

### E-LEARNING CONTENT DESIGNER & BUILDER

#### JOB DESCRIPTION

##### JOB PURPOSE:

Contribute to the Star Talent Strategy by leading on the providing instructional and programme design expertise to create dynamic learner centric e-learning collaborating with subject matter experts (SMEs) across the business to ensure high-quality, engaging content.

Work closely with stakeholders to ensure that e-learning content aligns with the broader Star Talent Strategy, supporting organisational learning objectives and enhancing overall talent development.

##### JOB SUMMARY:

1. Lead and manage the end-to-end process of e-learning content development, from conception and design to implementation and testing.
2. Be responsible for creating and building engaging, clear, logical, and scaffolded learning pathways that build understanding progressively.
3. Work closely with subject matter experts (SMEs) and stakeholders to ensure the e-learning materials are pedagogically sound, visually appealing, technically functional and meet the unique requirements of Star Academies.

##### KEY RESPONSIBILITIES AND ACCOUNTABILITIES

###### 1. Design & Development of E-learning Content

- 1.1 Collaborate with subject matter experts (SMEs) to understand the learning objectives and content requirements.
- 1.2 Develop interactive e-learning modules that include multimedia elements such as text, audio, video, quizzes, and simulations.
- 1.3 Ensure all content is engaging, clear, logical and scaffolded and achieved the desired learning outcomes.
- 1.4 Apply adult learning principles, instructional design methodologies and learning models to design effective learning experiences.
- 1.5 Develop storyboards, scripts, and prototypes to guide course development.
- 1.6 Design curriculum and learning paths tailored to different learner profiles.
- 1.7 Build accessible and inclusive content in compliance with Web Content Accessibility Guidelines (WCAG) standards and other relevant accessibility guidelines.

## **2. Content Building & Technical Implementation**

- 2.1 Develop high-quality, interactive, and accessible e-learning materials that reflect Star Academies' brand standards, including tone, language, and visual design.
- 2.2 Integrate multimedia assets (audio, video, graphics) into e-learning modules to enhance engagement.
- 2.3 Ensure the e-learning modules are SCORM-compliant and upload to the Star Academies Learning Hub.
- 2.4 Ensure that e-learning content aligns with blended learning strategies to create a seamless learning experience across the platform.
- 2.5 Test and troubleshoot e-learning courses to ensure they are error-free, functional, and compatible across multiple devices and browsers.
- 2.6 Support the recording and editing of content video and voice recordings using various tools and software.
- 2.7 Help future-proof e-learning content by exploring new tools, methodologies, and technologies, ensuring that training programs remain modern, effective, and aligned with the evolving needs of the organisation.
- 2.8 Stay updated on emerging e-learning trends, tools, and best practices.

## **3. Project Management & Collaboration**

- 3.1 Manage e-learning development projects from concept to delivery, ensuring deadlines and quality standards are met.
- 3.2 Provide project status updates and any possible risks to the Head of Professional Development in a timely manner and develop action plan to address risks and meet timelines.
- 3.3 Build strong working relationships with SMEs to gain in depth understanding of the course content, learning objectives, and learners' skills and knowledge requirements.
- 3.4 Gather feedback from stakeholders and learners to refine and improve content.
- 3.5 Provide technical support and guidance on e-learning tools and platforms.
- 3.6 Collaborate with external content providers and subject matter experts to enrich the e-learning curriculum, sourcing external expertise or training where necessary to complement internal resources.

## **4. Quality Assurance**

- 4.1 Ensure that all e-learning content is of high quality, free of errors, and meets Star standards.
- 4.2 Update and maintain course and content documentation, ensuring that it is accurate, version controlled, and quality assured.
- 4.3 Review and revise e-learning modules based on feedback and usability testing.
- 4.4 Monitor learner engagement and performance through analytics and make improvements as necessary.

## **5. Star Talent Academy**

- 5.1 Support the management of Star Talent Platform, ensuring that courses are updated, accessible, and user-friendly and providing end user support.
- 5.2 Work closely with colleagues across the Star Academies to support the development of career pathways and associated training.

- 5.3 Attend and support the delivery of virtual synchronous sessions as required.
- 5.4 Provide support for the core business activity of Star Talent Academy.
- 5.5 Collaborate with external providers to arrange for subject matter expertise, facilitators, or third-party training solutions as needed.
- 5.6 Continuously explore new tools, methods, and best practices in the professional development field to keep training programs modern and effective.
- 5.7 Help prepare regular reports on training activities, progress, and results to inform decision-making and strategic planning.

## **6. Other Responsibilities**

- 6.1 Work within the Trusts policies and procedures.
- 6.2 Make the best use of ICT equipment and processes.
- 6.3 Contribute to the provision of an effective work environment.
- 6.4 Be aware of, and respect, the confidential nature of issues within the role.
- 6.5 Carry out any such duties as may be reasonably required by the Head of Professional Development.
- 6.6 Attend meetings and training as required.
- 6.7 Provide cover for other Talent Academy staff tasks during absences.
- 6.8 Promote the Trust's vision of 'nurturing today's young people, inspiring tomorrow's leaders'.
- 6.9 Champion the Trust's values of 'Service', 'Teamwork', 'Ambition' and 'Respect'.
- 6.10 Contribute to the wider life of the Trust and the Star community.
- 6.11 Carry out any such duties as may be reasonably required by the Trust.

## **7. Records Management**

- 7.1 All staff who create, receive, and use records in the course of their job are responsible for ensuring that records are managed appropriately. It is therefore likely that this post-holder will have responsibility for record-keeping as part of the role. Employees are required to be conversant with the Trust's policies and procedures on records management.

*This appointment is with Star Academies. The job description forms part of the contract of employment of the person appointed to this post. It reflects the position at the present time only and may be reviewed in negotiation with the employee in the future. The appointment is subject to the terms and conditions outlined in the 'Star Academies Contract'.*



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### PERSON SPECIFICATION

No	CATEGORIES	Essential/ Desirable	Assessed by:	
			App Form	Interview /Task
<b>QUALIFICATIONS</b>				
1.	5 GCSEs including English and Maths at grade 9-4/A*- C.	<b>E</b>	✓	
2.	Bachelor's Degree in Instructional Design, Education Technology, Digital Media or another related field.	<b>D</b>	✓	
3.	Relevant certifications in e-learning tools (e.g. Articulate Storyline, Rise 360).	<b>D</b>	✓	
4.	Evidence of Continuous Professional Development.	<b>E</b>	✓	
<b>EXPERIENCE</b>				
5.	Proven experience leading the end-to-end design and development of e-learning courses, preferably in an educational, training, or corporate setting.	<b>E</b>	✓	✓
6.	Strong track record of working with subject matter experts to develop engaging, pedagogically sound digital learning experiences.	<b>E</b>	✓	✓
7.	Experience with Learning Management Systems (e.g. SCORM-compliant content creation, uploading, and testing).	<b>E</b>	✓	✓
8.	Demonstrable experience in using e-learning authoring tools (e.g. Articulate Storyline, Rise 360, Adobe Captivate) to produce high-quality, interactive content.	<b>E</b>	✓	✓
9.	Experience of using graphic design tools such as Adobe Creative Suite (Illustrator, InDesign, Photoshop).	<b>E</b>	✓	✓
10.	Experience of working within the education sector.	<b>D</b>	✓	✓
<b>ABILITIES, SKILLS AND KNOWLEDGE</b>				
11.	Proficient in the use of MS Office software packages such as Excel, Word and Outlook, Teams etc.	<b>E</b>	✓	✓

			Assessed by:	
No	CATEGORIES	Essential/ Desirable	App Form	Interview /Task
12.	Proficiency in e-learning authoring tools (Articulate Storyline, Rise 360 etc.).	E	✓	✓
13.	Strong knowledge of SCORM, xAPI, and other e-learning standards.	E	✓	✓
14.	Proficiency in video and audio editing tools.	D	✓	✓
15.	Excellent written and verbal communication skills, with the ability to write clear, concise, and engaging content.	E	✓	✓
16.	Strong ability to translate complex concepts into clear, engaging, and user-friendly digital content.	E	✓	✓
17.	Strong understanding of instructional design principles and adult learning theories.	E	✓	✓
18.	Ability to create structured, scaffolded learning pathways that build knowledge progressively.	E	✓	✓
19.	Skilled in developing interactive, learner-centred content.	E	✓	✓
20.	Understanding of blended learning models and how to integrate e-learning within wider professional development strategies.	E	✓	✓
21.	High level of accuracy and attention to detail in all aspects of content creation, testing, and editing.	E	✓	✓
22.	Ability to work with minimal supervision and use initiative.	E	✓	✓
23.	Ability to prioritise, be organised, and work efficiently and accurately.	E	✓	✓
24.	Ability to manage multiple projects simultaneously and manage full project lifecycle from conception through to launch, evaluation, and improvement.	E	✓	✓
25.	Experience working with SMEs and stakeholders to translate complex information into engaging learning content.	E	✓	✓
26.	Ability to work in a fast-paced environment and to deadlines while maintaining the quality of work.	E	✓	✓
27.	Strong team working skills.	E	✓	✓

			Assessed by:	
No	CATEGORIES	Essential/ Desirable	App Form	Interview /Task
28.	Strong interpersonal skills and the ability to work collaboratively with cross-functional teams.	E	✓	✓
<b>PERSONAL QUALITIES</b>				
29.	A learner-focused mindset with a commitment to high standards and continuous improvement.	E	✓	✓
30.	Creative thinker with a strong sense of visual design and storytelling.	E	✓	✓
31.	Flexible and adaptable to shifting priorities in a fast-paced environment.	E	✓	✓
32.	Highest levels of professional and personal integrity.	E	✓	✓
33.	Personal resilience, persistence and perseverance.	E	✓	✓
34.	Commitment to the pursuit of Continuous Professional Development by oneself and others.	E	✓	✓
35.	A passionate belief in the Trust's vision of 'nurturing today's young people, inspiring tomorrow's leaders'.	E	✓	✓
36.	A strong commitment to the Trust value of 'Service'.	E	✓	✓
37.	A strong commitment to the Trust value of 'Teamwork'.	E	✓	✓
38.	A strong commitment to the Trust value of 'Ambition'.	E	✓	✓
39.	A strong commitment to the Trust value of 'Respect'.	E	✓	✓
40.	Commitment to support Star Academies' agenda for safeguarding and equality and diversity.	E	✓	✓
41.	Sympathetic to and supportive of the Mixed Multi-Academy Trust Model and ethos of the Establishment.	E	✓	✓