STAR ACADEMIES

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

JOB DESCRIPTION

Job Title:	eLearning Content Designer & Builder		
Base:	Star Academies Central Office (Blackburn) Star Talent Academy		
Reports to:	Head of Professional Development	Grade:	S7 (SP 24-28)
Staff Responsibility for:	N/A	Salary:	£34,314 to £37,938 per annum
		Term:	Full Year Full Time Permanent
Additional:	N/A		

JOB PURPOSE:

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

To 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, high-quality e-learning content that enhances the learning experience across various digital platforms.

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, learner-centred, and supports the desired learning outcomes.

1.4   Use instructional design methodologies (e.g., ADDIE) to design effective learning experiences.

1.5   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   Use authoring tools (e.g., Articulate Storyline, Adobe Captivate, or similar) to create and publish e-learning courses and modules.

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 integrate seamlessly with the Learning Experience Platform (LXP).

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 up-to-date with the latest trends, tools, and methodologies in instructional design and e-learning, ensuring that content remains innovative and reflects current best practices in the industry.

3.   Project Management & Collaboration

3.1   Work closely with project managers, SMEs, and other team members to manage project timelines, milestones, and deliverables.

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   Continuously stay updated on trends and best practices in e-learning development and instructional design.

3.7   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 organizational 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 organisation to support the development of career pathways and associated training.

5.3   Attend and support the delivery of synchronous sessions as required both online and in-person.

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	App Form	Interview /Task
QUALIFICATIONS				
1.	5 A*- C or 9-5 at GCSE including English and Maths or equivalent.	**E**	✓	
2.	Bachelor's Degree in Instructional Design, Education Technology, Digital Media, Graphic Design, or other related field.	**D**	✓	
3.	Certification in instructional design or e-learning development (e.g., Articulate Storyline, Adobe Captivate).	**E**	✓	
4.	Evidence of Continuous Professional Development.	**E**	✓	
EXPERIENCE				
5.	Proven experience (2+ years) in e-learning content design and development, particularly using authoring tools like Articulate Storyline, Adobe Captivate, or similar.	**E**	✓	✓
6.	Experience designing and developing interactive and multimedia-rich e-learning modules.	**E**	✓	✓
7.	Experience with Learning Experience Platforms (LXPs).	**E**	✓	✓
8.	Experience with e-learning standards such as SCORM, AICC, or xAPI.	**E**	✓	✓
9.	Experience of using graphic design tools such as Adobe Creative Suite (Illustrator, InDesign, Photoshop).	**D**	✓	✓
10.	Experience of working within the education sector.	**D**	✓	✓
ABILITIES, SKILLS AND KNOWLEDGE				
11.	Ability to use MS Office software packages such as excel, Word and Outlook, as well as Explorer and databases.	**E**	✓	✓
12.	Proficiency in e-learning authoring tools (Articulate Storyline, Adobe Captivate, Lectora, etc.).	**E**	✓	✓

No	CATEGORIES	Essential/ Desirable	App Form	Interview /Task
			Assessed by:	
13.	Strong knowledge of SCORM, xAPI, and other e-learning standards.	E	✓	✓
14.	Strong skills in design software such as Adobe Photoshop, Illustrator, or similar.	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.	Ability to balance instructional design principles with technical requirements to create functional and effective e-learning.	E	✓	✓
18.	High level of accuracy and attention to detail in all aspects of content creation, testing, and editing.	E	✓	✓
19.	Ability to work with minimal supervision and use initiative.	E	✓	✓
20.	Ability to prioritise, be organised, and work efficiently and accurately.	E	✓	✓
21.	Ability to manage multiple projects simultaneously.	E	✓	✓
22.	Ability to maintain positive relationships with all stakeholders.	E	✓	✓
23.	Ability to work in a fast-paced environment and to deadlines while maintaining the quality of work.	E	✓	✓
24.	Strong team working skills.	E	✓	✓
25.	Strong interpersonal skills and the ability to work collaboratively with cross-functional teams.	E	✓	✓
PERSONAL QUALITIES				
26.	Reliability and punctuality.	E	✓	✓
27.	Enthusiastic, adaptable and committed.	E	✓	✓
28.	A passionate belief in the school's mission statement.	E	✓	✓
29.	Highest levels of professional and personal integrity.	E	✓	✓
30.	Personal resilience, persistence and perseverance.	E	✓	✓
31.	Commitment to the pursuit of Continuous Professional Development by oneself and others.	E	✓	✓

No	CATEGORIES	Essential/ Desirable	App Form	Interview /Task
			Assessed by:	
32.	A passionate belief in the Trust's vision of 'nurturing today's young people, inspiring tomorrow's leaders'.	E	✓	✓
33.	A strong commitment to the Trust value of 'Service'.	E	✓	✓
34.	A strong commitment to the Trust value of 'Teamwork'.	E	✓	✓
35.	A strong commitment to the Trust value of 'Ambition'.	E	✓	✓
36.	A strong commitment to the Trust value of 'Respect'.	E	✓	✓
37.	Commitment to support Star Academies' agenda for safeguarding and equality and diversity.	E	✓	✓
38.	Sympathetic to and supportive of the Mixed Multi-Academy Trust Model and ethos of the Establishment.	E	✓	✓