



The
Workforce
Development
Trust

e-Learning Manager

Job description

Job Title	e-Learning Manager
Department	Learning Solutions
Reports to	Managing Director – Learning Solutions
Location	Bristol Office, with hybrid working available
Pay scale	Up to £53,000k depending on experience
Contract	Permanent
Hours	Full time, 37.5 hours per week

The Workforce Development Trust

The Workforce Development Trust is a not-for-profit organisation that provides services that support employers to develop skilled, sustainable, and efficient workforces in the UK and abroad. We operate via our four brands; Skills for Health, Skills for Justice, SFJ Awards and People 1st International, which deliver specialist, targeted skills interventions to support a variety of frontline public services.

Job summary

This role is tailored for a passionate leader with deep expertise in **learning design, user experience (UX) and user interface (UI) design, and client management**. As the e-Learning Manager, you will spearhead the development of cutting-edge learning solutions, focusing on delivering exceptional learning experiences that meet both learner needs and business goals.

You will manage external client relationships, provide strategic thought leadership, and lead a high-performing team of instructional designers and digital content developers, ensuring that all e-learning solutions provide engaging, effective, and user-friendly experiences.

You will be part of a forward-thinking team that is shaping the future of digital learning and development. You will have the opportunity to work on high-impact projects for a wide range of clients, influence the direction of learning innovation, and make a meaningful impact in the workforce development space. We value creativity, collaboration, and professional growth, offering a supportive environment for career development and continuous improvement.

Key responsibilities

Learning & Instructional Design Leadership:

- Take the lead in designing and developing high-quality e-learning programmes, using an evidence-based, learner-centred approach that aligns with best practices in **learning design** and **instructional design**
- Leverage your expertise in adult learning theories and instructional methodologies (e.g., ADDIE, SAM) to create **innovative, engaging, and accessible** learning experiences.
- Apply strong **UX/UI design principles** to ensure e-learning solutions are intuitive, engaging, and easy to navigate for diverse learner populations.
- Collaborate with subject matter experts (SMEs) and stakeholders to create compelling, user-friendly digital content, including multimedia, simulations, and assessments.
- Stay updated with E-Learning Trends and technologies to continuously improve programs.

External Client Management:

- Build and maintain strong, long-term relationships with external clients, acting as the primary point of contact for all e-learning-related projects.
- Partner with clients to understand their specific needs and objectives, offering strategic advice on how to create impactful, e-learning solutions.
- Manage expectations and ensure that all e-learning projects meet or exceed client objectives, staying within budget, timeline, and scope.
- Regularly check in with clients post-delivery to ensure satisfaction and identify opportunities for continuous improvement or additional solutions.

Thought Leadership & Strategic Input:

- Provide thought leadership within the e-learning and learning design space by staying at the forefront of emerging trends, technologies, and industry innovations.
- Advocate for **best-in-class learning design practices** and **UX/UI standards**, ensuring that both the team's output and the organisation's offerings remain cutting-edge.

- Represent The Workforce Development Trust at industry events, webinars, and conferences, sharing insights on **e-learning trends**, **instructional design**, and **user experience**.
- Serve as a key advisor for internal teams and clients, offering strategic recommendations that improve learning outcomes and drive business growth.

Team Leadership & Collaboration:

- Lead, mentor, and inspire a team of **instructional designers**, **content developers**, and **e-learning professionals** to achieve project goals and elevate the quality of learning solutions.
- Create a **collaborative** and **inclusive team culture**, promoting knowledge-sharing, skill development, and continuous improvement.
- Manage team performance through SMART goals, regular feedback, and professional development opportunities to ensure optimal productivity and growth.

Project Management:

- Oversee and manage the full lifecycle of e-learning projects, from scoping and design to implementation and evaluation, ensuring projects are completed on time and meet all defined success criteria.
- Utilise strong project management skills to ensure smooth coordination between clients, internal teams, and stakeholders, delivering high-quality solutions within budget and schedule constraints.
- Proactively identify and resolve project risks, issues, and bottlenecks to ensure that the client experience remains positive throughout the project lifecycle.

Quality Assurance & Continuous Improvement:

- Ensure that all e-learning programs meet high standards of quality, accessibility, and user experience, and comply with relevant industry regulations (e.g., WCAG, Section 508).
- Continuously assess and improve learning solutions based on feedback, learner analytics, and evolving industry standards.
- Lead the effort to measure the effectiveness of e-learning programmes, leveraging data and feedback to enhance learning outcomes and engagement.

Person specification

Criteria	Essential	Desirable
Education and qualifications		
A bachelor's degree in education, Instructional Design, Learning Design, or a related field is required.	x	
A master's degree in education, Instructional Design, Learning Design, or a related field is preferred.		x
Knowledge		
Deep knowledge of e-learning development tools (e.g., Articulate Storyline, Adobe Captivate, etc.) and Learning Management Systems (LMS).	x	
Experiences		
At least 5 years of experience in learning design and instructional design, with a strong focus on UX/UI design in the digital learning space.	x	
Proven experience in managing external client relationships, ensuring high levels of satisfaction, and delivering customised e-learning solutions.	x	
Strong portfolio of successful e-learning programmes that demonstrate expertise in UX/UI and instructional design principles.	x	
Demonstrated thought leadership in learning design and the e-learning field, with an ability to influence best practices across teams and clients	x	
Experience in managing teams and projects, delivering high-quality results on time and within budget.	x	
Skills and abilities		
Expertise in UX/UI design principles for e-learning, including the ability to create intuitive, engaging user experiences.	x	
Strong communication, presentation, and interpersonal skills, with the ability to interact effectively with clients, stakeholders, and team members.	x	
Proven project management skills, including the ability to manage multiple client projects simultaneously and navigate competing priorities.	x	
Strong analytical and problem-solving abilities, with a focus on improving the learning experience and increasing engagement.	x	
Ability to think critically and innovatively, with a passion for continuous learning and staying ahead of industry trends.	x	

Job Description Completion

Name	Paul Hobden
Job title	Managing Director – Learning Solutions
Department	Learning Solutions
Date	12 February 2025

All job descriptions are subject to review. All post holders are expected to be flexible and prepared to carry out any similar or related duties that do not fall within the work outlined. The line manager, in consultation with the post holder will undertake any review.

Safeguarding

The Workforce Development Trust Ltd are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expect all employees to share this commitment.

Equal Opportunities

The Workforce Development Trust Ltd are committed to eliminating unlawful discrimination and promoting equality of opportunity. Every employee has a personal responsibility to:

- Ensure their behaviour is not discriminatory.
- Does not cause offence.
- To challenge the inappropriate behaviours of others.
- Adhere to the Equal Opportunities policy.

Health and Safety

Under the provisions contained in the Health and Safety at Work Act (1974), it is the duty of every employer to:

- Take reasonable care of themselves and for others at work.
- To co-operate with The Workforce Development Trust Ltd as far as is necessary to enable them to carry out their legal duty.
- Not to intentionally or recklessly interfere with anything provided, including personal protective equipment for Health and Safety or welfare at work.

The Workforce Development Trust Ltd will take all reasonable practical steps to ensure your health, safety, and welfare whilst at work. If employed, you must familiarise yourself with the Health and Safety policy and Fire Safety rules. It will be your legal duty to take care of your own health as well as that of your colleagues.

Confidentiality

Within this role there will be a need to use or be party to confidential information. The employee may not disclose any information of a confidential nature relating to The Workforce Development Trust Ltd or in respect of which The Workforce Development Trust Ltd has an obligation of confidence to any third party other than where you are obliged to disclose such information in the proper course of your employment or required by law.

The unauthorised use or disclosure of personal information no matter whether in verbal, written, or electronic format, or through negligence, is regarded as misconduct. Employees are expected to act with integrity both inside and outside the workplace.

Data Protection

If you apply for a position with the Workforce Development Trust, we will use the information you provide to assist in the recruitment and selection process. Under GDPR, the general information that you supply about yourself is known as your personal data and information about any criminal convictions, ethnic origin, and health, amongst other things, is referred to as 'sensitive personal data'.

The Workforce Development Trust takes the security of your data seriously, and will not share your data with third parties, unless your application for employment is successful, and it makes you an offer of employment. The Workforce Development Trust will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and, where necessary, the Disclosure and Barring Service to obtain necessary criminal records checks. The Company has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Workforce Development Trust to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Workforce Development Trust may also need to process data from job applicants to respond to and defend against legal claims.

Your information may be shared internally for the purposes of the recruitment exercise. This includes members of the HR team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if

access to the data is deemed necessary. We will hold details of all applicants until the post applied for is filled. After which, if the candidate is unsuccessful, all documents held will be confidentially disposed of, both electronically and physically. Data will not be held for any longer 3 months of receiving an application. At the end of that period, your data will be deleted or destroyed. If you wish for your data to be destroyed before this period, you may contact the HR department and request for your data to be deleted. If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment.

Other Employment

You may not without prior permission in writing of The Workforce Development Trust Ltd, be employed or otherwise engaged in any other business, trade, or profession, either directly or indirectly in any capacity whatsoever.



The Workforce Development Trust

Vertigo,
Cheese Lane,
Bristol, BS2 0JJ
Tel: 020 3074 1222

Skills for
Health

Skills for
Justice


SFJ
Awards

People **1st**
International