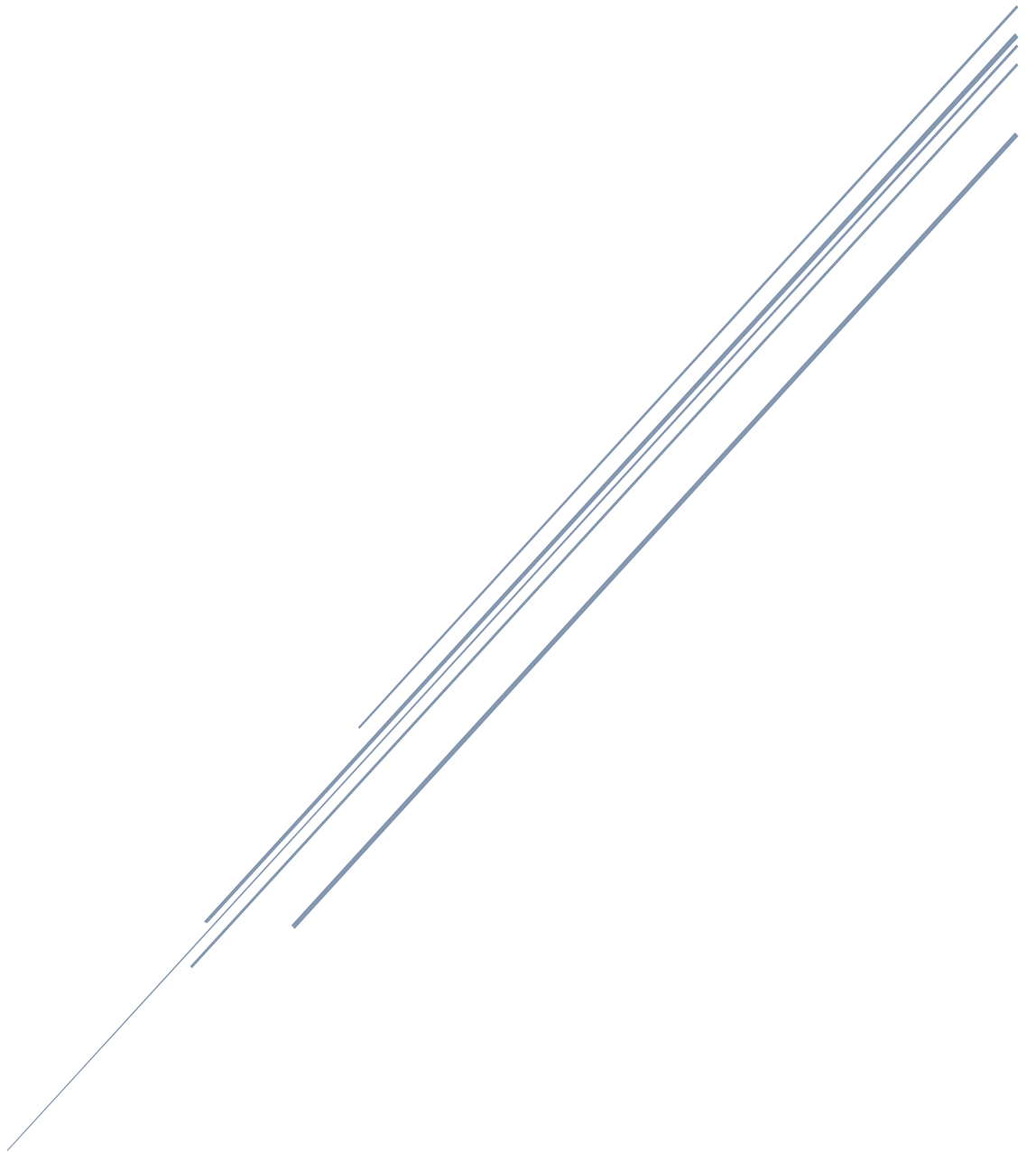


# JOB DESCRIPTION

Course/Learning Designer role's requirement



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# Course/Instructional Designer

*222 Tower Bridge Road, London, SE1 2UP*

## Your Story

London. A few years from now...

You are sitting in a large conference room watching the PCA team deliver the content you designed at a large educational event. The audience is mesmerised by how innovative the whole session feels. What an incredible idea to partner with the Oxford Hub for International Virtual Education and the virtual reality augmentation from Improbable.

Although, the most impressive thing about your journey is how collaborative it has been. Since joining PCA as part of the Products Team, you have enjoyed focusing on designing innovative programs and learning journeys for large corporations. PCA's team was there supporting you all the way; you always had professional colleagues helping with anything from logistics to delivery.

In the beginning, the priority was converting methods and sessions traditionally delivered face to face, into effective and impactful virtual experiences. The online platform was in early stages of development and in demand due to a shift to remote working and learning. Since then, blended learning programmes are offered to all PCA learners leaders and the range of courses has grown significantly. You have played a key role in designing and standardising PCA's core products. It has been challenging, but exactly the sort of stimulus you had become a designer for. This role has given you the opportunity to leverage the breadth of your experience within Learning & Development and your passion for designing highly relevant and engaging learning journeys.

PCA is a boutique learning and leadership development company working across the globe with some of the biggest brands in the world. World class design is at the heart of our strategy for future growth and we are seeking a Learning Designer to join the Product team, reporting to the Chief Knowledge Officer. You will be a core member of the design process, engaging clients who are ready to embark on challenging learning journeys and producing world class experiential design to help them build their future.

The role of the Learning Designer is integral to PCA scaling as an organisation. The purpose of the role is to systematically design and develop extraordinary learning sessions for virtual and face to face delivery which the PCA faculty bring to life with learners. The Learning Designer also plays a key role in productising designs for future use through the application of the PCA design methodology, contributing to a comprehensive product suite which reflects the PCA mission.

We are looking for a Designer with at least 5 years in experience in a similar within Learning & Development, Learning Design, Organisational Development or Instructional Design. Higher Education in Psychology, Organisational Behaviour or Development are desirable. Due to the scope of design work required in this role, from conceptualising high level conceptual learning journeys to executing the detailed design of slides and e-learning content, it would be advantageous to have an interest in content design as well as authoring tools like Articulate 360.

PCA strongly believe in work life satisfaction and are offering this role as a 3 days per week position. We know not everyone can work full time and we recognise that they can still add value. There is scope for this position to develop into a full time role next year if there is sufficient demand.

## About you

You are obsessed with understanding client and learner needs in order to design transformational learning experiences. All the courses you design are practical and innovative. Whether it's a half day workshop, multi modular learning journey or immersive large scale conference, you're known for your ability to create products which bring learning to life at every stage of the learner journey. You pay equal attention to what takes before and after any face to face or virtual learning experience, supporting clients to invest in embedment activities which encourage sustainable behaviour change.

Above all, you are an outstanding designer, with exceptional ability to create human centred experiences according to client requirements and learner needs. You are always thinking about future learning trends and how you might prepare learners for those, now.

When designing, the only question on your mind is "will this product change people's lives?"

## About your new role

We are committed to providing our employees a results-only work environment. This means that we want every employee to know what results are expected of them. Every one of us focuses on output.

### Deliver Course Design

- Employ and enhance the PCA Way to **design extraordinary blended learning journeys** which align to client learning outcomes
- Draw on **own diverse experience** of creating blended learning journeys for sophisticated clients to help enhance PCA's blended design capabilities
- **Innovate new experiential products**, for both virtual and face to face delivery, based on deep understanding of client and participant future needs
- **Productise extraordinary learning experiences** through creation of templates, outlines, narratives and delivery and sales tutorials for internal teams
- Ensure that all product documentation is readily **available and accessible on the Products KM site**
- Support Chief Knowledge Officer to **uphold end-to-end design principles and productisation processes** that underpin the PCA Way
- Own the design of **multiple and diverse blended learning experiences**, collaborating with internal teams to provide design and delivery materials on time
- Produce all delivery materials for blended learning journeys, including **standardised facilitation notes, how to videos and delivery narratives** for the Engagement Team
- Contribute to the development of thought leadership and product development of current and future products, **bringing ideas on the latest technology, skills best practices and processes into the business**
- Assist with the upskilling of internal and external Engagement Teams by **curating cutting edge approaches** to experiential delivery to ensure PCA is right at the front of the current thinking in learning delivery
- Collaborate with Digital Content Manager to **co-create authored digital content** to integrate into PCA virtual platform
- Work with Chief Knowledge Officer to **review and refresh products** based on participant feedback and engagement surveys
- Lead **participant feedback process** on learning experiences and continuously seek new ways to incorporate findings into product design
- Collaborate with Products Team to **create PCA brand/look** and feel of PCA products
- Build trusted relationships with the Delivery and Relationships teams to **increase internal knowledge of PCA products**

### Support Business Development

- Leverage Knowledge Management system to provide **quick and standardised content** for Relationships Team to confidently lead client design conversations

- Support Business Development through **creation of Product Marketing materials** for client proposals and during advanced client scoping conversations
- **Build rapport with diverse clients** varying in seniority, size, expertise and culture
- Use **outstanding ability to ask the right questions**, listen and summarise back
- Employ storytelling and the ability to **translate theory into practical examples** to bring products to life for internal teams and clients

## About Us

### Our Mission

In our increasingly transactional world, where humanity is often overlooked, individuals find it difficult to navigate ambiguity, complexity and a feeling of isolation.

PCA believes human connection is the multiplier of confidence. That's why we partner with global organisations to design and deliver human-centred experiences which inspire growth in knowledge, skills and mindset.

Our experiences empower individual learners to act with purpose, and to gain the courage to create a relational and inclusive world, with humanity at its core

### What do we do?

We design and deliver Human Centred Leadership training for leaders at every level. We offer a highly experiential and outcome-based approach.

### What do we offer?

Part time 3 days per week initially. The salary is between £40,000 and £50,000 annually. Probationary period is 6 months. There isn't any bonus during probationary period but, when employees become eligible, we consider the whole of their employment period. We offer training for which there is no fixed budget, as it is based on your needs). We work flexibly and you may work from home, exact terms to be agreed.

After successful completion of your probationary period, you will become eligible for our Company standard benefits' package which includes

- 7% employer pension on your gross wage excluding bonuses
- medical insurance for you and your dependents
- interest-free employee travel loan
- professional training package
- maternity or paternity benefits as per our Company policy (maternity is three months full pay, three months half pay and three months on SMP / paternity is four weeks paid and two weeks unpaid)
- sickness package of 14 sick days on full pay per year

## Work Experience

- You have 5 years' experience in corporate training, learning and development
- You have designed programmes around topics such as leadership, management, culture, soft skills, behavioural skills (we are not looking for technical skills training expertise)
- You have designed programmes for multicultural audiences
- You may have designed training for Mind Gym, Google, BBC, Unilever, Apple...
- You may have worked for training consultancies or in house
- You may have published articles and authored or co-authored a book

## Education or technical skills

You may have a degree in psychology or business and / or training-related qualification such as organisational behaviour, occupational psychology, change or leadership, coaching, facilitation, NLP, Master's degree in curriculum and instruction or instructional design.

## Candidate Personality

- Driven by a strong desire to learn and equally confident in their abilities and areas of improvement
- Smart, hard-working and resourceful
- Able to work autonomously as well as part of a team
- Able to set their own goals and objectives
- Able to manage multiple conflicting priorities
- Not afraid of joining a fluid, fast paced and hard-working start-up environment

## Keywords

ADDIE, Instructional Design, Training Content, Programme Design, Blended Learning, E-learning Development, Moodle, Distance Learning, Curriculum Design, Learning Management, Learning Management Systems, Staff Training, Staff Development, Coaching, Teaching, Lecturing, Leadership, Mobile Learning, Captivate, Bid Writing, Courses, Higher Education, Adult Education