



fuse

10 JOB DESCRIPTIONS TO HELP BUILD AN AGILE L&D TEAM

We sat down with some leading L&D professionals to create this collection of job description templates to help you get started hiring your agile learning team.

INTRODUCTION

Right, you want to build an agile L&D team, one that's capable of tackling anything the business throws your way at a minute's notice. A team that demonstrates meaningful results every time. A team that eats engaging learning design for breakfast.

Well, that type of agility demands an elite set of skills. So, we thought we'd put our heads together, speak to some of our customers and create a collection of job description templates to help you get started.

Of course, we understand every business is different, so there's "some assembly required" to tailor these to your needs. That being said, we hope they beat staring at a blank sheet of paper, wondering where to start.



THE ORGANISATIONAL DESIGN OF AN AGILE L&D TEAM

Learning Board

Chaired by the CLO: hires, manages and develops the L&D team, allocates budgets and set strategy.

Design

OBJECTIVE:

Generate new learning opportunities and design engaging learning experiments.

Build

OBJECTIVE:

Create, curate and coach engaging learning content from across the organization.

Engage

OBJECTIVE:

Promote learning campaigns and grow the organizations learning community.

Measure

OBJECTIVE:

Identify performance improvements and inform experimentation using data.

Roles

- Performance Consultant
- Learning Design Lead
- Learning Designer

- Videographer
- Graphic Designer
- Copywriter
- Animator

- Learning Community Manager
- Learning Engagement Manager

- Data Analyst

Key Skills

- Digital Learning
- Agile Project Management
- Behavioural science
- Data-driven & Analytical
- Business Acumen

- Animation, video and illustration
- Copywriting
- Storytelling
- Interviewing and questioning

- Campaign Management
- Community Management
- Influence & Persuasion

- Root cause analysis & critical thinking
- Data storytelling
- Experimentation
- Analytical
- Business Acumen

Key Metrics

- Revenue
- Retention
- NPS
- Cost

- Content Views
- Content Shares
- View Duration

- Active Users
- Comments
- Questions Asked & Answered

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PERFORMANCE CONSULTANT

We're looking for a Performance Consultant to join the L&D team here at [XXXX].

Reporting to our Chief Learning Officer, your focus will be on performance outcomes, identifying performance gaps, causes and developing projects to bridge those gaps.

You'll be working with a variety of teams across the organization, leading medium and large project teams with the aim of developing a self-sustaining learning culture.

You'll be our employee champion and change agent. This means you'll be great at building relationships and partnerships across the organization to deliver value-added services to management and employees that reflect the business's objectives.

Responsibilities

- Work closely with key internal stakeholders to understand their area of the business and identify the root cause of performance issues
- Proactively align with stakeholders across the business and establish processes to validate their learning needs and develop required performance support initiatives
- Design and develop learning and performance programs to address identified performance gaps
- Embed and socialise our learning strategy and key learning principles across the organization
- Manage priority projects, including carrying out the business analysis, identifying and engaging with key internal stakeholders and defining the desired business outcomes
- Create business cases to prioritise projects where needed
- Research emerging industry trends, new technologies, concepts and performance techniques

Essential Skills and Experience

- Proven experience in performance consultancy
- Excellent consulting skills – the ability to diagnose situations, ask good questions, and lead projects (including internal/external partners)
- Excellent communication and collaboration skills - Ability to effectively build partnerships and working relationships with key stakeholders across all levels of the organization
- Working knowledge of adult learning theory – including the science of how adults learn, neuroscience and behavioral sciences
- Able to use data and intuition to inform decisions
- Comfortable working with technology and able to use software tools like MS Excel, MS Word, MS PowerPoint
- Experience of L&D software/digital platforms

Bonus Points

- Experience with Fuse
- Knowledge of digital and social learning
- Working knowledge of video editing tools

LEARNING DESIGN LEAD

We are looking for a Learning Design Lead to join the L&D team here at [XXXX].

Working with the Chief Learning Officer you will open up new learning opportunities for all employees by listening to their needs and using technology to expand access.

By making learning more social and personalized you will help empower employees to take ownership of their learning and engage in solutions designed to fit their normal flow of day-to-day work.

You will drive the design and development of learning solutions (online, offline, blended) for a global audience.

Responsibilities

- Work with Performance consultants, senior stakeholders, and subject matter experts to identify tangible learning needs linked to real business outcomes
- Using data, analyze employee needs and trends to identify insights for better design and engagement
- Crafting learning solutions that are contextually relevant, engaging, impactful and effective;
- Act as a subject matter authority for learning design, advising stakeholders on the best approach to implement learning solutions that respond to specific business outcomes
- Acting as a project manager to build and coordinate end-to-end plans for design, production and communication – using short cycles and involving employees throughout
- Own the development and production of learning resources and solutions using internal/external capabilities (including vendor management where necessary)
- Running the production process with SMEs to ensure validation of content and flow

Essential Skills and Experience

- Proven experience in learning and development, including in digital learning design, either in a large organization or a consultancy
- Experience of designing using a variety of learning formats and techniques including experiential, social/peer-to-peer, games/simulations, videos, articles, infographics, digital resources live-online etc.
- Working knowledge of adult learning theory – including the science of how adults learn, neuroscience and behavioral sciences
- Desire to embrace agile ways of working where appropriate, ensuring our employees are at the heart of our decisions and taking an experimental approach to learn, adjust and improve
- Knowledge of learning analytics and measurement techniques to evaluate the impact of learning solutions
- Consulting skills – the ability to diagnose situations, ask good questions, and lead projects (including internal/external partners)
- Ability to collaborate effectively within the team as well as with internal/external stakeholders (e.g. SMEs) while being a self-starter and able to take a lead where necessary

Bonus Points

- Qualification/s with Digital Learning or and Instructional Design focus
- Experience with Fuse

LEARNING DESIGNER

We are looking for a Learning Designer to join the L&D team here at [XXXX].

Working with the Learning Design Lead you will produce learning initiatives to open up new learning opportunities for all employees.

By making learning more social and personalized you will help empower employees to take ownership of their learning and engage in solutions designed to fit their normal flow of day-to-day work.

You will create and implement digital learning initiatives for a global audience that provide 'always relevant' learning experiences and uplift of current and future skills.

Responsibilities

- Build and launch of high impact digital learning solutions.
- Lead on fast-paced projects to scope, identify and implement creative and cost-effective digital learning solutions assuring integration with other learning workstreams in line with strategic objectives.
- Directly influence build and review of digital learning strategy.
- Delivery of on-going solutions-focused consultation across all business areas, enablement workstream success in response to the changing needs of each vertical.
- Execution of instructional design ensuring connectivity between existing and new learning propositions.
- Partnering with SMEs in the design and execution of mandatory training and policy review.
- Co-ordination of digital training requirements in partnership with the digital operations leader.
- Managing relationships with Learning Platform vendors and content providers.
- Managing discovery, due diligence and integration of digital learning vendors.
- Directly informing L&D analytics with a focus on digital learning whilst partnering with the Talent and Organizational effectiveness analytics leader towards the achievement of a holistic proposition linked to L&D analytics and dashboard execution.

Essential Skills and Experience

- Proven experience in learning and development, including Instructional Design and Developing Digital Learning content
- Experience of designing using a variety of learning formats and techniques including experiential, social/peer-to-peer, games/simulations, videos, articles, infographics, digital resources live-online etc.
- Working knowledge of adult learning theory – including the science of how adults learn, neuroscience and behavioral sciences
- Consulting skills – the ability to diagnose situations, ask good questions, and lead projects (including internal/external partners)
- Ability to collaborate effectively within the team as well as with internal/external stakeholders (e.g. SMEs) while being a self-starter and able to take a lead where necessary
- Experience of L&D software/digital platforms

Bonus Points

- Qualification/s with Digital Learning or and Instructional Design focus
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VIDEOGRAPHER

We are looking for a Videographer to join the L&D team here at [XXXX].

You will be the visual storyteller for our team, you'll be responsible for storyboarding, shooting footage and editing, managing creative assets, and maintaining all video equipment.

You will work closely with the Learning Designers to execute projects from concept through completion

Responsibilities

- Determining what camera equipment is necessary and obtain equipment if needed
- Transporting, setting up, and operating various production equipment including cameras, audio and video recorders, lighting equipment, props, and microphones for location and studio production
- Operating and maintaining proper levels and calibration of cameras, audio and video recorders, and other production equipment
- Collecting b-roll footage, as well as interviewing appropriate staff and/or clients
- Assisting in the social-sharing of the video content
- Most commonly, you will be responsible for single-camera shoots
- Supporting the team throughout the production process, which may include finding interview subjects, creating graphics, and presenting to management
- Helping to sustain and guide video creative process
- Assisting in maintaining the video hosting platform and understanding best practices
- Assisting in developing interview questions and storyboards
- Staying up-to-date with all new technological advances (VR,AR, etc.)

Essential Skills and Experience

- Attention to detail, quick thinking, and proven experience in working with a team, with a mindset and goal in developing the best video content
- Ability to learn new skills and determine on-going learning opportunities for film techniques
- An open mind about video production, with the ability to make our company's video learning strategy a reality
- Owns the production process and does what it takes to make great content
- Deals well with criticism and able to collect feedback easily
- Great communication skills and able to interview and make people comfortable
- Energetic and able to excite people to be on camera
- Looks at the content from the eye of the viewer to create the best experience
- Demonstrated proficiency in shooting video
- Proficient with Video Editing Software (Adobe Premiere or Final Cut Pro)
- Experience with Adobe After Effects or Motion
- Proficient at storyboarding, scripting, and concept outlines
- Understand basic and advanced composition techniques
- Understand the fundamentals of branding
- Very detail-oriented and able to identify quality issues in audio and video

Bonus Points

- Contagious enthusiasm
- You are obsessed with improving your personal skills, learning every day, and embracing new technology (like AR, VR, etc.) as it develops
- Experience with Adobe Photoshop and Adobe Illustrator

GRAPHIC DESIGNER

We are looking for a Graphic Designer to join the L&D team here at [XXXX].

You will work with the Learning Designer to create and maintain learning assets and content created to support the overarching L&D goals.

You will work closely with the Learning Designers to execute projects from concept through completion and help us bring learning content to life.

Responsibilities

- Collaborate with the wider L&D team to support our learning content and campaigns
- Help bring new ideas for design and content creation to the team using your expertise and eye for great design
- Scope and create templates for our L&D team, and subject matter experts to be more efficient in sharing their content across our learning channels
- Manage other design needs such as presentations, signage, and class-based collateral as needed

Essential Skills and Experience

- Past work either as an in-house designer or at a marketing agency
- Experience designing for digital platforms. This position must create assets for our that are mobile-, tablet-, and desktop-friendly and provide a user experience that fits on all three screens
- Expert in Adobe Creative Suite or similar technologies

Bonus Points

- Knowledge of HTML, CSS, and JavaScript

COPYWRITER

We are seeking an action-oriented writer to join the L&D team here at [XXXX].

You must love the power of the written word and its ability to motivate, inspire and drive action.

You will work closely with the Learning Designers to execute projects from concept through completion and help us bring learning content to life.

Responsibilities

- Collaborate with the wider L&D team to support our learning content and campaigns
- Help bring new ideas for design and content creation to the team using your influence with language
- Scope and create templates for our L&D team, and subject matter experts to be more efficient in sharing their content across our learning channels
- Assist with copy across presentations, signage, and class-based collateral as needed
- Contributing to long-form learning content projects such as step by step guides and resources.
- Conducting analytical reviews to improve article and content engagement.

Essential Skills and Experience

- A passion and a strong understanding of the scientific use of language.
- Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of our business' various types of content.
- An analytical mind and interest in using data to optimize/scale article and content engagement.
- Excellent organizational skills to work independently and manage projects with many moving parts.
- 2-3 years of copywriting experience.

Bonus Points

- Knowledge of HTML, CSS

ANIMATOR

We are looking for an Animator to join the L&D team here at [XXXX].

Working with the Learning Designers you will help produce bite-size animated educational videos to help explain complex concepts with our subject matter experts, drive engagement, and nurture our community of user-generated content.

You'll play a crucial role in producing our videos expanding our learning across a global audience.

Responsibilities

- Receive and examine design requirements for each project
- Research various design techniques to provide accurate designs for requested animations
- Create multiple design drafts and collaborate with teams and stakeholders for final direction
- Use requested design tools, including physical and digital tools, to create initial designs
- Create and elaborate on storyboards for requested projects
- Use existing tools to draw final frames to be animated
- Utilize industry animation tools or methods to finalize animation projects
- Work collaboratively with other animators to ensure consistency and accuracy of animated designs

Essential Skills and Experience

- Experience using animation software, such as Adobe Animate, Maya, Cinema 4D, or Blender
- Proven ability to draw across different types of artistic styles
- Experience implementing different animation styles, including traditional animation, 3D computer animation, 2D vector animation and others
- Strong desire and ability to work collaboratively to fulfil project demands
- Ability to work independently as needed
- Comfort presenting and explaining animations, storyboards and designs to stakeholders
- Significant attention to detail and patience to work carefully and efficiently

Bonus Points

- Experience working with bite-size content in a learning environment

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LEARNING COMMUNITY MANAGER

We are looking for a talented Community Manager to join the L&D team here at [XXXX].

Working with our Chief Learning Officer you will create and execute community-focused campaigns to grow and nurture our employees learning across multiple channels, using a variety of media including written, visual and video.

You will act as a champion for the community, monitoring and reporting engagement to the wider L&D team and leadership.

Responsibilities

- Work with the Chief Learning Officer to define the Community vision, strategy and shared measures of success across the entire organization.
- Work with a team of globally-distributed engagement managers and coach a team of globally-distributed community champions and subject matter experts.
- Create and execute compelling community engagement strategies across all our learning platforms, channels, and events
- Operate, manage, and moderate the engagement on our community platforms
- Act as a champion for the employee; monitoring and reporting on employee sentiment and representing our community in conversations with the project teams and leadership
- Proactively align with stakeholders across the business discover, nurture and grow our subject matter expert content creator pool.
- Work with the Chief Learning Officer to distil high-level conversations, strategy, and roadmaps into employee-facing comms
- Working with the L&D content creators, liaise with the Learning Design Leads, Performance Consultants and Data Analysts to take an active role in steering live development of learning content and publishing activities, and acting as an employee advocate in decisions
- Work alongside the L&D content creators to create compelling content for our learning platforms and other appropriate channels

Essential Skills and Experience

- Demonstrated experience engaging an audience. From planning to execution to evaluation, across a number of platforms
- Demonstrated experience managing or moderating a community, no matter what size
- Strong verbal, written, and interpersonal skills
- Ability to multitask with good time management
- Proactive attitude, with an autonomous approach
- Familiarity with Microsoft Office, especially Outlook, PowerPoint and Excel
- Flexibility about working hours to accommodate travel for occasional events
- A love of learning and a passion for community building

Bonus Points

- Demonstrated experience of internal comms
- Experience with Fuse Universal
- Experience with video production tools
- Knowledge of analytics tools
- Experience in marketing, and blogging

LEARNING ENGAGEMENT MANAGER

We're looking for a Learning Engagement Manager to join the L&D team here at [XXXX].

Working with the head of Portfolio and Community, you'll help grow our pool of subject matter expert content creators. You will proactively seek them from across the business, engage and coach them to share their knowledge.

You should have good knowledge of content best practices, enjoy being creative, and understand how to both build, engage, and convert an audience using digital platforms.

Responsibilities

- Build and grow the company's learning community across multiple channels
- Create shareable content appropriate for specific audiences to both promote awareness subject matter experts and the L&D team
- Listen and engage in relevant social discussion across the community, and connect employees to expert knowledge articles
- Run regular social learning promotions and campaigns and track their success, ranging from fireside chats and virtual discussions
- Work alongside other stakeholders and learning content producers to help distribute content that educates and entertains our audiences
- Drive consistent, relevant traffic engagement of our learning platform
- Explore new ways to engage and reach our employees

Essential Skills and Experience

- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions
- Demonstrated experience engaging an audience. From planning to execution to evaluation, across a number of platforms
- Demonstrated experience managing or moderating a community, no matter what size

Bonus Points

- Experience with Fuse Universal
- Experience with video production tools
- Knowledge of analytics tools
- Active and well-rounded personal presence on social media.
- Experience in marketing, and blogging

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DATA ANALYST

We are looking for a highly quantitative individual with technical and statistics know-how to join the L&D team here at [XXXX].

You should be a critical thinker that uses data to help the Chief Learning Officer and Performance Consultants answer questions and make sound decisions based on data. You'll analyze engagement statistics, suggest experiments, and measure the performance of learning campaigns across a global audience.

In short, you live for data and optimization and are passionate about the results data-driven decisions can achieve.

Responsibilities

- Design and implement statistical tests around our learning platform and various L&D touchpoints and verify their significance and overall impact
- Collaborate with the Chief Learning Officer, Performance Consultants, Learning Designer, and other key stakeholders to implement what you learn
- Document all research and findings. You will build the company's institutional knowledge and unlock new opportunities for growth and ways to operate more effectively
- Seek out problems and experiment with the best approach to solve them can then be implemented

Essential Skills and Experience

- Strong abilities in analytics and statistical or mathematical modelling
- Excellent presentation skills. You're comfortable using data to bring up new opportunities and best practices to your teammates to improve the way we operate and grow
- A natural curiosity and scepticism, helping lead you to experiments and tests in the name of improvement
- Familiarity with business intelligence tools
- Excellent spreadsheet skills

Bonus Points

- Experience with Fuse Universal
- Experience with GoodData, Tableau or similar
- Experience in statistical analysis and regression testing in a learning environment

ABOUT FUSE

On the Fuse learning platform, people connect with the knowledge and expertise they need to improve their skills and perform.

Used by over 150 progressive organisations worldwide - including Hilti, Vodafone, Panasonic, Scandic, and Avon - Fuse sparks active engagement for deeper learning experiences that ignite your people's performance.

Learn more at
www.fuseuniversal.com
or **contact us** to see
Fuse in action.