

Job Description

Job Title	Digital Learning Manager	Grade	3
Department	Education and Lifelong Learning - Knowledge	Reports	0
Reports to	Head of Knowledge		

Our values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main purpose of the role

The Digital Learning Manager will play a pivotal role in shaping, implementing, managing, and developing our online learning services, and ensuring alignment with our strategic goals. This includes maintaining a high quality online learning experience that supports the professional development of our members.

The role's responsibility will be to develop the online learning proposition for members in terms of both accessibility (platforms) and content.

Dimensions & Limits

The role will be responsible for the e-learning element of the Knowledge Department budget within existing approval processes.

Key relationships

Internal

- Digital, Commercial, Marketing, and IT Departments.
- All other APM employees

External

- External suppliers including learning designers, subject specialists and content creators

Career development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events.
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths.
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions.

Key responsibilities / accountabilities

General

Strategic Business planning

- Define the direction of APM's online learning services, aligning its development with APM's mission, vision and goals and member needs.
- Research industry trends and emerging technologies to ensure our digital learning programmes remain innovative and effective and support CPD.
- Identify new opportunities for growth and innovation in the digital learning space including the integration of emerging technologies.

Programme management/content development

- Use APM's content matrix to support the development of new learning content
- Collaborate with subject matter experts to design and develop high quality and relevant content and resources that cater to the needs of APM members and their CPD requirements.
- Manage the design and development of content ensuring accuracy, relevance, and best practice.
- Transform complex concepts into clear, concise and learner friendly content.
- Ensure content is accurate, up-to-date and aligns to APM's standards and guidelines.

Project management

- Develop project plans, timelines, and budgets for online learning initiatives, and ensure projects are executed efficiently and within established parameters.
- Monitor project progress, identify potential issues, and implement corrective actions as needed.

Technology

- Stay abreast of the latest trends and advancements in online learning, instructional design methodologies and learning management systems.
- Evaluate and select appropriate technologies, learning management systems and authoring tools to enhance the learning experience.
- Monitor and maintain the library of APM's learning content.

Stakeholder engagement and collaboration

- Build and maintain relationships with internal and external stakeholders, including members, industry experts, partners, and vendors.
- Establish relationships with subject matter experts to enhance the breadth and depth of eLearning content.
- Collaborate with other departments to integrate online learning initiatives into the organisational strategy.

Quality assurance

- Establish, implement and maintain quality assurance processes for online learning content, ensuring consistency, accuracy and alignment with best practice.
- Continuously gather and report on feedback from learners and stakeholders to make improvements and enhancements.

Continuous professional development (CPD)

- Regularly curate a professional development newsletter featuring a diverse range of professional development opportunities available via APM, including online courses and resources, conferences, webinars and events.
- Work closely with marketing and communications teams to develop compelling messaging and materials that promote professional development opportunities to members.
- Build and maintain relationships with CPD stakeholders from other professional bodies to ensure our approach remains at the forefront of professional development.

Community support

- Support the APM Community platform providing back up to the Community manager and additional content where needed.

Contribute to ongoing development of the accreditation scheme across all four streams.

Key performance measures

- An effective and innovative online learning programme aligned to APM members’ needs.
- High quality and relevant content and resources designed supported by subject specialists.
- An effective delivery schedule including project plans, timelines, and budgets for online initiatives.
- Awareness of online learning technology developments that enhance the learning experience.
- Strong Internal and external stakeholder relationships including effective communication across APM.
- Use and reporting of data and stakeholder feedback to ensure effective quality assurance and continuous improvement.
- Regular promotion of professional development opportunities for members.
- Strong external and member relationships to ensure APM’s approach and services are progressive and sustainable.
- Support of the APM Community platform.

Person specification – Digital Learning Manager

Attribute	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Educated to degree level or equivalent 	<ul style="list-style-type: none"> • Learning and development, knowledge management, information Management qualification.
Experience	<ul style="list-style-type: none"> • Experience of working at management level in professional body or not for profit • Experience in learning and development content creation and dissemination using a range of different mediums. • Evidence of developing, devising, and implementing online learning initiatives. 	<ul style="list-style-type: none"> • Experience of delivering growth within a professional body or learning and development environment. • Experience of engaging with volunteer communities. • Working with boards, content specialists and senior stakeholders.
Knowledge	<ul style="list-style-type: none"> • Understanding of the different ways in which learning content can be shared the technology that can support this. • Sound business, financial and acumen including budgetary control. 	

	<ul style="list-style-type: none"> • Understanding of the role of project management and its importance in organisations • Appreciation of the career development and pathways for project professionals and the role of CPD. 	
<p>Skills</p>	<ul style="list-style-type: none"> • Outstanding written and oral communication skills • Analytical thinking / ability use data in decision making • Presentation skills • Understanding of strategy • Collaborative working with a wide range of stakeholder groups 	<ul style="list-style-type: none"> • Experience of communicating and building consensus effectively with a broad range of internal and external stakeholders
<p>Behaviour / Competency</p>	<ul style="list-style-type: none"> • Adaptability • Analytical thinking • Communication skills • Creativity and innovation • Customer focus • Decisiveness • Influence and persuasion • Initiative and proactivity • Resilience 	