



## **E-LEARNING AND COMMUNICATIONS DEVELOPMENT CONSULTANT**

AFA Scotland is currently recruiting for an E-Learning and Communications Development Consultant

Applications should be submitted using the attached application form no later than 12 noon on **Monday 3 May 2021** to:

Brenda Reilly, Business Support & Finance Manager

Tel: 0131 322 8409

Email: [brenda.reilly@afascotland.com](mailto:brenda.reilly@afascotland.com)

Should you require any of the documents in a word format, please contact us.

Interviews will take place on Tuesday 25 May 2021 using the on-line platform MS Teams.



## **E-LEARNING AND COMMUNICATIONS DEVELOPMENT CONSULTANT**

### **POST DETAILS**

Organisation:	Adoption and Fostering Alliance (AFA) Scotland
Address:	Foxglove Offices/Gfs 14 Links Place Edinburgh, EH6 7EZ
Tel:	0131 322 8490
Email:	info@afascotland.com
Web:	www.afascotland.com
Post:	E-Learning and Communications Development Consultant
Contract:	2 days per week for 12 months
Hours:	14 hours per week worked flexibly
Salary:	£12,000 (£30,000 p.a. pro rata)
Reporting to:	Executive Director

### **BACKGROUND**

Adoption and Fostering Alliance (AFA) Scotland is an independent, charitable organisation dedicated to improving outcomes for children in care. AFA Scotland provides a range of services that inform, educate and support all those working with the children and those who care for them. The service assists agencies and professionals to develop the knowledge and skills they require when working in this specialist area. Services include training, consultancy, workshops and conferences – the training ranges from half day sessions through to two part time master levels courses run in collaboration with Strathclyde University. AFA Scotland has a strong focus on research and on developing resources and sharing information that enable practitioners to access and apply the latest evidence to their practice.

For some time AFA Scotland has been considering how to develop its online services and introduce more e-learning opportunities. The advent of COVID-19 has made this a critical development in the short term but has also highlighted longer term opportunities to radically rethink and improve the way services are delivered to take full advantage of the available technology. AFA would like to adapt its existing services and to develop further learning packages. It would like to explore opportunities for blended learning, for incorporating elements of e-learning into training materials or directly commissioned training programmes. It would also like to enhance its online presence through a wide range of platforms to maximise its ability to engage, inform and influence practitioners, policy makers and academics.

The e-learning development post has been created to support AFA Scotland to make these far-reaching changes in the delivery of its services. It has been made possible by a grant

from the Adapt and Thrive fund linking to our recovery from the impact of the pandemic. The postholder will also be closely involved in the work that AFA Scotland is undertaking in response to the independent Care review and the recent publication by the Promise Team of [The Plan 21-24](#). The post holder will liaise with colleagues to develop and adapt materials and methods of service, and work with the whole organisation to develop longer term strategies in line with The Promise making best possible use of the available technology.

Key skills include:

- a strong understanding of the interplay between technology and learning
- a general understanding of design accessibility, good principles and practice in e-learning development and design
- excellent communication skills
- ability to write effectively and communicate complex information simply

### **APPLICATIONS**

Applications for the role of E-Learning and Communications Development Consultant should be made using the attached application form and forwarded to: Brenda Reilly, Business Support & Finance Manager at the above address. AFA Scotland particularly welcomes applications from people with personal as well as professional experience of providing or receiving care.

If you would like to discuss the post further, please contact Robin Duncan on 0131 322 8490 or by email at [robin.duncan@afascotland.com](mailto:robin.duncan@afascotland.com).

<b>Closing date</b>	12 noon, Monday 3 May 2021
<b>Interview date</b>	Tuesday 25 May 2021
<b>Location</b>	On-line platform - MS Teams

## **JOB SUMMARY AND PURPOSE**

### **Purpose of the role**

1. Developing the online and digital services used by AFA Scotland in order to build capacity and make best use of learning technology systems and solutions.
2. Working with staff to adapt existing training methods and resources helping to design, select, implement and maintain the most appropriate learning technology systems.
3. Keeping the organisation informed about developments in digital and learning technologies and supporting it to keep systems up-to-date and fit for purpose as needs evolve.
4. Contribute to the development of new learning opportunities, including new modes of participation in learning (eg online, blended, open)
5. Support the organisation to make best use of online platforms (including social media) to communicate and disseminate information in order to engage, inform and influence key stakeholders.
6. Understand and support the implementation of learning analytics - using data generated by the learning systems to help evaluate performance and effectiveness.
7. Contribute to the development of plans and policies in support of digital wellbeing (e.g. initiatives re digital safety, cyber bullying, or increasing access to people with care experience/ the people who look after them who may currently experience digital exclusion etc.).
8. Support project work related to digital learning as appropriate.

### **The main duties and responsibilities will be:**

1. Work with staff to design and use appropriate learning solutions that correspond to the learning objectives for new and existing training and support staff to develop, try out and adopt new methods.
2. On the basis of consultation with staff, create engaging learning activities and interactive course content that enhances the learner experience - including learning materials, quizzes, educational games and simulations, apps and interfaces.
3. Provide training for the staff team and support for individual staff members on the use of learning technologies and other applications.
4. Create guidance on the use of learning technologies for use by staff – and where appropriate, by other agencies (user guides).
5. Support staff to use digital communication tools effectively (eg social media, online platforms, sharing services) and contribute to an organisational communications strategy that helps to communicate and disseminate information in order to engage, inform and influence key stakeholders.
6. Help to set up online collaborative spaces for AFA Scotland members to promote networking within and across professional groups.
7. Support the organisation to extend access and opportunity by supporting the use of digital services and systems to reach learners who would otherwise be excluded.

8. Undertake project management on projects as required with the support of relevant colleagues.
9. Participate in team meetings and team development sessions.

## PERSON SPECIFICATION

AFA Scotland is seeking to recruit an E-Learning and Communications Development Consultant to join the multi-disciplinary team. The experience and skills sought from candidates is outlined below.

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> <li>• Undergraduate or postgraduate degree</li> </ul>	<ul style="list-style-type: none"> <li>• Undergraduate or postgraduate degree in a relevant area</li> <li>• Qualification in teaching or education</li> </ul>
Knowledge	<ul style="list-style-type: none"> <li>• A good understanding of current developments in Learning and Teaching especially regarding the use of technology.</li> <li>• Demonstrable knowledge of online learning design and development.</li> <li>• Up-to-date knowledge of best practices in accessibility, user-centred, universal and mobile learning platforms and resources.</li> </ul>	
Experience	<ul style="list-style-type: none"> <li>• Experience of working with or supporting a similar (small / charitable) organization.</li> <li>• Experience in development of training or teaching materials and online resources.</li> <li>• Experience using digital learning platforms and familiarity with e-learning practices.</li> <li>• Experience working collaboratively with colleagues to build organisational capacity and deeper understanding of e-learning.</li> <li>• Experience in use of social media</li> <li>• Experience working in a Communications role and contributing to the development of organisational communications strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• Personal experience of the care system - providing or receiving care</li> <li>• Experience in web design</li> <li>• Experience in project management</li> <li>• Experience implementing an e-learning project</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Proven ability to create engaging learning activities and interactive materials.</li> <li>• Ability to develop positive working relationships with all staff and to promote the work of AFA Scotland.</li> <li>• Excellent interpersonal skills with the ability to work with a wide range of</li> </ul>	

	<p>people from within AFA Scotland and externally.</p> <ul style="list-style-type: none"> <li>• Ability to communicate enthusiastically and effectively both orally and in writing, and to adapt the communication style to suit a range of audiences.</li> </ul>	
<p>Job specific requirements</p>	<ul style="list-style-type: none"> <li>• Ability to work autonomously, prioritise workload and meet deadlines.</li> <li>• Ability to work as part of a team and contribute to shared goals and objectives.</li> <li>• Ability to carry out responsibilities with minimal supervision and thrive both on own initiative and as part of a team.</li> <li>• Administrative and organisational competence.</li> <li>• Ability to contribute to the development of the service provided by AFA Scotland.</li> <li>• Ability to maintain confidentiality and knowledge of current data protection policies and the handling of information.</li> <li>• Capacity to work flexibly according to demands on the organisation and role.</li> <li>• Ability to meet the requirement for both home working and office-based work (as and when the pandemic regulations make this possible) and potentially for some travel within Scotland.</li> </ul>	