



## Job Description

**Job title:** Learning & Development Design Manager

**Reports to:** Senior Manager of Professional Development

**Interfaces:** Training Business Development Manager; Training Team Assistant; D&AD Events, Marketing and Finance Teams; D&AD Training Clients, new and existing.

**Location:** London E1

**Hours:** 0930-1730 (Standard office hours)

**Salary:** £35 k plus depending on experience

### Purpose of job:

Key functions:

- Develop new and existing course content for the wider creative industries.
- Facilitate the delivery of the D&AD learning programme, ensuring quality control throughout.
- Build strategies to create new revenue lines, and grow existing commercial activities, to achieve annual targets.

Each function is described in more detail below.

### Responsibilities:

This role is pivotal in supporting the Professional Development team to identify and deliver learning opportunities for creative professionals.

#### Develop new and existing course content for the wider creative industries.

- Refresh existing course content, with new case study examples from the annual awards archive of 'creative excellence' and ensuring continued relevance in the context of new trends in the industry.
- Carry out competitor and market research to identify the appetite for new subject areas, considering the format of delivery and the price point.
- Grow the professional development programme to support creative professionals at every stage of their career – from junior to management roles.
- Recruit new trainers within our awarded network of creative professionals.
- Build new course content specific to bespoke client learning needs, dealing directly with clients to identify needs and recommend relevant interventions.

**Facilitate the delivery of the D&AD learning programme, ensuring quality control throughout.**

- Run pilot events to test the content of new workshops.
- Regularly review the delegate feedback from each workshop, and work with our trainers to evolve the content to ensure that we are constantly developing standards and products in line with customer needs and brand values.
- Some international travel may be required to facilitate bespoke training.

**Build strategies to create new revenue lines, and grow existing commercial activities, to achieve annual targets.**

- Utilise the existing product range (year-long open programme, bespoke programme, monthly Leadership Series, and the new annual Judging Week: Wisdom) and seize the opportunity to scale up / build on the events with financial forecasting.
- Create new wider L&D initiatives to compliment the existing product range, responding to market research – for example breakfast talks, lunch briefings, mentoring / coaching sessions.

**Skills & Abilities:**

- Experience in the design and delivery of learning programmes, preferably within creative organisations.
- Able to communicate and interact effectively with all levels of an organization.
- Creative team player, with a high degree of professionalism.
- Outstanding communication skills, both written and verbal.
- Proven organizational skills, able to set and meet targets with quality results.
- Experience of working in a client-facing role.
- Passion for creativity and the creative industries.
- Willingness to travel, if needed.