**Role Profile**

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| **Role:** | Training and Communication Content Designer FTC/Secondment 12 months |
| **Location:** | Bristol |
| **Hours** | 35 hours a week  Hybrid Working – minimum of three days per week in the office, which are flexible to meet team and business needs |
| **Band** | 2 |
| **Pre-Employment Checks** | DBS Check  Financial Check  Qualification Check |
| **Purpose of Role:** | This role provides the opportunity to create engaging high-quality content and training for our employees and Scheme partners. Considering the end-to-end journey touch points, delivering knowledge and tools to provide great customer outcomes.  You’ll develop e-learning and training content for face-to-face and virtual trainer led sessions. You will also develop communication and resources content for email campaigns, our partner website and internal knowledge management system using online platforms and software.  This will involve proactively building relationships and engaging with stakeholders to understand operational changes, performance gaps, technical, Scheme and partner information into clear and concise content.  You’ll identify areas where effective training, communications, resources, and tools will help drive and improve operational performance, efficiencies, and user experience.  You will write and edit copy including, e-newsletters, emails, e-learning, trainer notes, slide decks, assessment questions, process maps, and online website and knowledge management resources and content. You will create, produce, and manage communication plans, email campaigns, photoshoots, events, resources, training, and video content to deliver clear, targeted, and compelling messages to drive engagement and performance.  You will have knowledge and experience of our systems and platforms and work closely with the other content designers to create and deploy training and communication content. This includes setting up learning pathways on our learning management systems, rolling out new content for both employees and partners using our content management systems, knowledge management systems, and email systems.  You’ll establish good working relationships with our external suppliers to deliver robust and effective solutions, on time and on budget; as well as being the point of contact to manage and resolve any queries and requests.  You will ensure effective handover of training materials you have developed to the training delivery teams via structured train-the-trainer activity to ensure consistency of structure and learning outcomes.  You will collate qualitative and quantitative analytics and feedback to evaluate and measure the impact of communication and training, sharing insights into trends and opportunities with Customer Services teams to support continuous improvements. |
| **About you:** | * You’re passionate about communication, learning and development and the difference that this can make to our business and Scheme partners. * You’re a clear communicator and enjoy using your copywriting skills to take complex information from multiple sources, and turn it into straightforward, engaging, and accessible messaging. * You have great digital skills and get excited learning new software and platforms including Adobe and Microsoft suites, Articulate Rise, content, knowledge and learning management systems. * You embrace change and look for the opportunities that new and innovative solutions can provide us to engage our audiences in a fast paced, ever-changing environment. * You enjoy working in an agile environment and can multi-task, depending on business needs and changing priorities. * You’re proactive and an organised self-starter who enjoys working in a friendly team, happy to roll up your sleeves, offer opinions and ideas and get involved and collaborate. * You love working independently but also recognise the benefits of working as part of a team to deliver the best solutions, whilst continuing to develop the broader skills of the team. * You’re confident building strong collaborative working relationships with key stakeholders at all levels across the business. Along with being comfortable expressing your opinions and discussing and guiding great outcomes. * You’re committed to continuous personal and professional development, self-directed learning, improvement, and stay up to date and maintain best practices. |
| **Minimum criteria:** | * Excellent communication, copywriting and editing skills and the ability to tailor digital content for the relevant audience and can take complex information ranging from business changes to key partner information and turn into clear, engaging, and accessible content. * Experience of building and managing internal customers and internal and external stakeholder relationships enabling you to understand their needs, identify, challenge, and recommend suitable solutions and the benefits, manage expectations, and provide a quality service delivery. * Experience of or ability to quickly learn and pick up or new systems, technology, and software to create, manage and deliver digital content such as content management systems, learning management systems, knowledge management system, Adobe suite software suite, e-learning software, email, and process maps. * Experience of leading, planning and delivering projects. * Proven time management and organisational skills working with competing priorities to meet deadlines and requirements. * Great attention to detail along with the ability to self-motivate, which will ensure high standards are met. * Experience in working with data, quantitative and qualitative feedback, and analytics to gain insight and drive continuous improvement. |
| **Desirable criteria:** | * Experience with managing external suppliers, partners, stakeholders and agencies and budgets. * Experience of delivering multi-channel digital first approach: video, photoshoots, events, website, email, learning management systems, content management systems, or knowledge management systems. * Good understanding of, or recognised qualification, in instructional design, training content design and training outcomes. * Good understanding of, or recognised qualification, in accessibility principles and user experience design. * Experience of managing external photoshoots, events, or video production. |
| **About the team:** | The Customer Services Training and Communication Department based in Bristol and Edinburgh deliver tailored multi-media communications, content and training to employees and Scheme partners, including car dealers, adaptation installers, powered wheelchair and scooter dealers and wheelchair accessible vehicle converters.  Whether you work in the sales team at a car dealership or a customer facing role here at MO, having the right skills and knowledge are an essential part of the formula for delivering excellent customer service. |
| **About us:** | Motability Operations is a major UK PLC, driven by a profound sense of purpose; to provide life-empowering worry-free mobility solutions to over 750,000 customers and their families across the UK. Customers exchange their higher rate mobility allowance to lease a range of affordable vehicles (cars, wheelchair accessible vehicles, scooters and powered wheelchairs) with insurance, maintenance and breakdown assistance included.  We are the largest car fleet operator in the UK (purchasing around 10% of all the new cars sold in the UK) and work with a network of around 5,000 car dealers and all the major manufacturers. We pride ourselves on delivering outstanding customer service, achieving an independently verified customer satisfaction rating of 9.8 out of 10.  Our customers, our people, and our partners define and inspire what we do and the current challenging times in the automotive industry give us the opportunity to prove the strength of our purpose and commitment most importantly to our customers but also to the wider industry.  We employee around 1300 people who are based across four locations: London, Bristol, Coalville and Edinburgh, and we pride ourselves on providing an exceptional employment experience to all the dedicated talented people who work here.  We know that our people are key to our success and our aim is to create an environment that allows our employees to flourish. At Motability Operations, we believe in building a diverse workforce, where our people are empowered to attend work as their true selves, and we encourage people from all backgrounds to apply. We want to sustain a culture that nurtures, where employees are free to flourish and where they’re rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability or gender. |