Job Profile

Job title	Head of Digital Learning (internally known as EdTech Lead)
Reporting to	Co-Director of Education & Training
Employer	Anna Freud
Salary	£75,000 per annum, plus 6% contributory pension scheme
Location	Hybrid (a mixture of home/onsite working): staff are working onsite for at least 20% of their working hours, at our London site (4-8 Rodney Street, London N1 9JH).
Working hours	Full-time: 35 hours per week; usual working hours Monday to Friday 09 to 17. Flexible working is possible.
Holidays	27 days plus Bank Holidays FTE
Term of contract	Fixed-term (two years in the first instance but with scope to extend)

About Anna Freud

We are a world-leading mental health charity for children, young people and their families. Our purpose is to take everything that we have learned over the last 70 years, and to transform the mental health of current and future generations of children and young people, to close the gap between mental illness and mental wellness – and to create a more compassionate society for everyone. Our vision is a world where all children and young people are supported effectively to enable them to develop their emotional and mental health, build on their strengths and achieve their goals in life. Our mission is to close the gap in wellbeing and mental health by advancing, translating, delivering, and sharing the best science and practice with everyone who impacts the lives of children, young people and their families.

Purpose and overview of the role

Anna Freud is in an exciting stage of delivery of its 5-year strategy. This includes bringing together different parts of the organisation in a collaborative effort to create and implement a Digital Academy. The strategic aims of Anna Freud's Digital Academy include:

- Expanding and developing a market-leading portfolio of accessible, high quality flexible short course trainings that meet the sector needs in child and adolescent mental health to complement Anna Freud's existing strengths in adult mental health training.
- Establishing a membership model that will offer members a comprehensive, flexible and accessible learning experience capable of building the skills, knowledge and confidence of professionals supporting children and families across diverse settings and communities in the UK and internationally.
- Expanding the capability and capacity of communities, schools, social care, and clinical settings in being able to more effectively help and support children and families through improved understanding, knowledge and skills.
- Creating a high-profile branded offer, establishing the Anna Freud Digital Academy as one of the leading mental health training providers in the UK.

This new and pivotal role will sit within the Education and Training Division of Anna Freud but will entail working closely with colleagues from across Anna Freud including the Education and Training Division Leadership team, Closing the Gap Acceleration (CtGA) team, Salesforce Administrator and IT Manager. The EdTech Lead will be responsible for:

- Continuing a preliminary scoping exercise carried out by colleagues from the CtGA team and building on this to identify the market, target audience and consumer demand for the various services that might be offered through the Anna Freud Digital Academy;
- Laying the foundation for an Anna Freud Digital Academy with cross divisional contributions by working in close collaboration and encouraging wider input from colleagues across the organisation's four Divisions (Applied Research & Evaluation; Clinical; Education & Training; and Schools) and CEO Projects.
- Developing a strategy and viable operational plan for the delivery of a Digital Academy, incorporating all aspects of Anna Freud's educational offer including bitesize learning, training, conferences, books, multimedia resources, resource library and postgraduate education.
- Launching a comprehensive suite of learning opportunities for professionals working closely with children and young people including, but not limited to, clinicians, educational professionals and social workers. From free, bitesize learning courses to advanced trainings offered via a subscription-based, membership model.

Main responsibilities of the role

Market research

- Work closely with the CtGA team to understand work already carried out to support the development of the Digital Academy and build on this;
- Continue work already carried out by the CtGA team and undertake a deeper scoping exercise to identify the market, target audience and consumer demand for the various services that might be offered through the Anna Freud Digital Academy;
- Undertake primary and secondary research as necessary to help inform the project aims;
- Conduct further surveys, interviews and focus groups with both internal and external stakeholders, as necessary, to inform marker research undertaken;
- Further develop on any benchmarking exercises already carried, to better understand what education and training provision already exists in the field of child mental health and compare this to Anna Freud's existing provision.
- Presenting findings to a lay audience and make recommendations based on the market research undertaken and findings from this.

Reviewing product portfolio

- Working with the Education and Training Division Leadership team and CtGA team to build on any existing reviews undertaken of Anna Freud's current training offering and identify gaps in the market currently not served;
- Drawing on expertise and current offering from colleagues to map out Anna Freud's current provision, identifying existing provision and strengths. For example, within the Schools Division building on the Senior Mental Health Lead training offer and drawing on expertise from The Pears Family School and learning around alternative provision and Pupil Referral Units. Alternatively, working with the UK Trauma Council (UKTC) and their tiered training offer on trauma geared towards a diverse array of professional groups, taking a multi perspective approach;
- Conduct data analysis and research to identify opportunities for innovation and resource optimisation.

Strategy and governance

- Continue building on work already carried out by the CtGA to identify different parts of Anna Freud's learning offer and bring together different parts of the organisation to contribute to a collective Digital Academy, with tailored routes for professionals such as clinicians, education staff and social workers working with children and young people;

- Developing processes for the initiation and long-term governance of the Digital Academy, including setting up of a Steering Group to lead on product development, delivery, evaluation and improvement;
- Developing a strategy and viable operational plan for the delivery of a Digital Academy, incorporating all aspects of Anna Freud's educational offer including bitesize learning, training, conferences, books, multimedia resources, resource library and postgraduate education;
- Presenting a proposal to senior leadership demonstrating the findings from the scoping exercise at the end of Year One and if warranted, leading to the procurement and commissioning of a suitable branded learning platform in Year Two of the project to initiate and deliver a pilot run of the Digital Academy;
- Utilise relevant Anna Freud-wide groups and forums such as All-Staff meetings, the Digital Sounding Board and Senior Management Team meetings to communicate the aims of the project, facilitating collaboration and sharing of EdTech innovation and best practice to support the delivery of a shared organisational endeavour;
- Support the development and implementation of a comprehensive EdTech strategy aligned with Anna Freud's vision and goals to deliver a Digital Academy.

Digital developments

- Familiarise oneself with existing digital platforms used by Anna Freud, including learning platform and CRM/Salesforce systems, and develop an understanding of where there may be gaps in the provision offered;
- Consider whether development of existing platforms is possible and/or whether the procurement of any further new digital platforms is required to help support the delivery of a Digital Academy;
- Budgeting for the procurement of any further digital developments needed to support the delivery of the Digital Academy and an Anna Freud branded platform, inviting organisations to tender their expression of interest as necessary or seeking further consultation to develop existing digital platforms;
- Launching one of four new platforms to support Digital Transformation at Anna Freud through the delivery of the Digital Academy and an online, flexible, learning offer based on a membership model;
- Linking the above with a second platform from Anna Freud aimed at creating Communities of Practice to support professional peer-based networks amongst clinicians working with children and young people;
- Collaborate with senior leaders and IT staff, including the IT Manager and Salesforce Administrator, to ensure technology effectively supports teaching, learning, and administration across the Digital Academy at Anna Freud;

- Work with Anna Freud's Education and Training Division Leadership team including Head of Training Conferences and Events, to design and deliver professional development programs that enable effective use of technology.

Learning Design

- Use project management tools and work collaboratively with colleagues from across Anna Freud, including the IT Manager and Salesforce Administrator, to project manage the Content Strategy and Curriculum Development of new and existing online provision;
- Use knowledge of instructional design to build high quality and engaging learning experiences for both live and self-directed e-learning;
- Work with Anna Freud staff to help support them with tasks like completing a training needs analysis where needed; defining learner needs; writing learning objectives and engaging lesson plans; designing online learning pages and engaging learning content, including a variety of learning tools such as instructional videos, online quizzes, discussion forums and interactive polls; etc.
- Develop and deliver training for staff to help them with instructional design, including building and editing their own instructor-led eLearning courses and learning resources. Guide staff on how to also create a facilitator guide for those supporting the delivery of the course, as well as a participant guide for those engaging in the online learning.

Other

- Consider the use of existing and new technology to support accessibility needs, workload, and wellbeing;
- Ensure Anna Freud values and principles around equity, diversity and inclusion principles are always upheld and embedded throughout the Digital Academy provision;
- Stay informed about emerging EdTech trends and best practices, promoting knowledge sharing within Anna Freud;
- Collaborate with external partners, such as vendors and educational organisations, to leverage expertise and resources;
- Be aware of and comply with policies and procedures relating to safeguarding, child protection, health and safety, security, confidentiality and data protection, reporting all concerns to the appropriate person.

All employee responsibilities:

- To maintain an awareness of and actively follow and promote Anna Freud's policies, including Equal Opportunities, Health and Safety, Safeguarding and Information Governance;

- To complete all Anna Freud mandatory training, including but not limited to Safeguarding, Health and Safety, Equality and Diversity and Information Governance, within the required timescales;
- The welfare of the children, young people and vulnerable adults who come into contact with our services either directly or indirectly is paramount and all staff have a responsibility to ensure that best practice is followed, including compliance with statutory requirements.

To be noted

This is not an exhaustive list of tasks; the employee will be asked to undertake other ad hoc tasks relevant with the scope and purpose of this role. This job description reflects the present requirements of the role, and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post-holder.

Person Specification

Before starting your application, please read the below in full to understand the requirements of this role. The key criteria which will help us to assess candidates are listed below. There is guidance to highlight at which stage the criteria will be assessed. **Please ensure all criteria listed to be assessed at application stage are evidenced in your supporting statement.**

Criteria	Assessment Method (Application/Interview/ Task)
Qualification/training, experience and/or knowledge	
Educated to degree level in a relevant field or equivalent professional experience. EdTech-related certifications or qualifications such as Microsoft Certified Educator (MCE), Microsoft Innovative Educator Expert (MIEE) or Apple Teacher, along with evidence of continuing professional development.	Application
Experience working with and implementing innovative and modern technology solutions in education and training environments, including knowledge and experience of common EdTech platforms/software (i) to support learning design and integration with curriculum and assessment delivery, enhancing teaching and learning opportunities (ii) to produce training material in a wide range of formats such as handouts, infographics, online guidance, slide decks and videos.	Application/Interview/ Task
Experience in using data and analytics to (i) to research and evaluate the demand for EdTech solutions through a subscription-based, membership model; (i) inform decision making and improvement by reporting on findings to members of Anna Freud's Senior Leadership Team and make concrete recommendations informed by the evidence-base.	Application/Interview
Experience in working with external partners or agencies, to oversee or support the implementation of EdTech solutions.	Application/Interview
Knowledge of data protection/GDPR and Cyber security with the ability to apply this when evaluating/implementing EdTech solutions, and when delivering training.	Application/Interview/ Task
Skills and/or abilities	
Strong communication and interpersonal skills. The ability to communicate confidently and effectively (written and orally) with a range of stakeholders	Application/Interview/ Task

including senior leaders, parents, children and young people, teachers/trainers, external partners, students/training delegates and support staff.	
A demonstrable commitment to adhering to equity, diversity and inclusion principles and supporting / promoting these through worked carried out at both an individual and organisational level.	Application/Interview
Strong personal drive, passion for the work, and willingness to get things done with excellent time management, administration and organisational skills and with evidence of working to high professional standards, including the ability to make sound judgements and decisions.	Application/Interview

During the interview(s), candidates will be asked at least one question regarding our values, and one question regarding equity, diversity and inclusion (EDI). We expect everyone to actively demonstrate our values and inclusive behaviours in all areas of their work. **Our values and EDI statement can be viewed here.**

Equal opportunity

We ask our people to share their diversity dimensions with us as it helps us to identify, tackle and prevent any bias appearing across the employee lifecycle at Anna Freud. Monitoring this information allows us to understand how well our efforts to improve diversity, equity and inclusion are working. Your responses will be held securely by our HR team in accordance with our privacy policy and will not be seen by recruiting managers or the interview panel at any stage of recruitment, therefore your responses will not form part of our selection process.

Further support

We want to ensure all candidates can access and apply for our vacancies equitably, if you require any additional assistance to apply or would like to find out more about the role, please contact us on recruitment@annafreud.org. We aim to provide reasonable adjustments where operationally possible for the work that we do.

Post-interview

If successful after interviewing, you will be notified verbally with a job offer and pre-employment checks will be initiated.