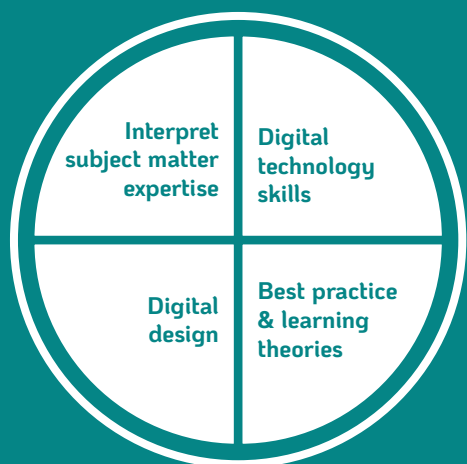


The need for Digital Learning Designers

Can also be called:
eLearning Developer
Instructional designer
Learning Design Officer
Learning Technologist

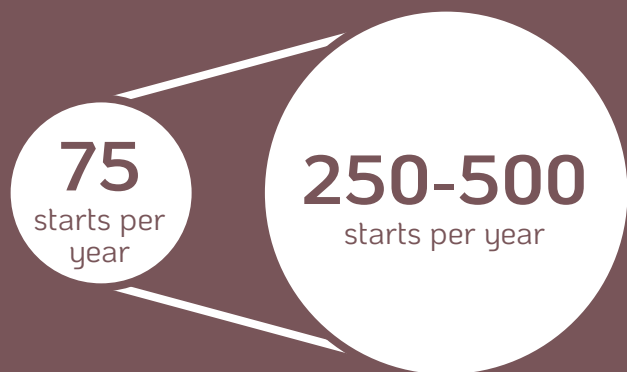
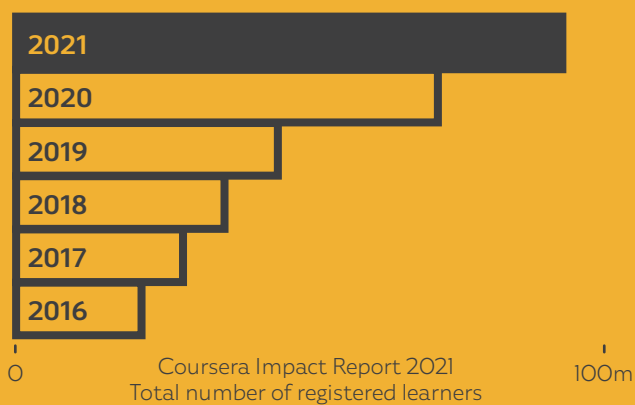
A Digital Learning Designer is the bridge that connects learners to subject matter expertise.



An increasingly vital role that designs and creates digital learning. This can be in the form of online courses, online learning tools or other digital learning resources.

The role would be commissioned by an education provider, typically a University or FE College, an organisation's training department or within a bespoke business that creates digital learning for various clients.

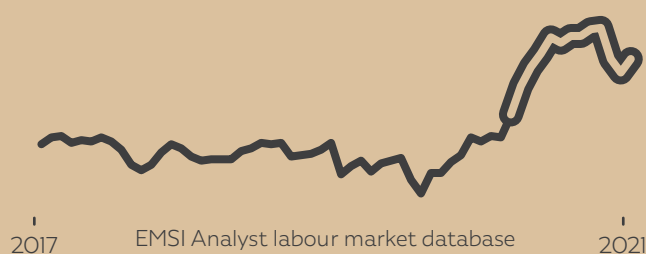
Demand for online learning has been increasing year on year, and it has risen even more due to the COVID-19 pandemic.



From the trailblazer group of employers we conservatively estimate 75 starts per year. In discussion with other large employers such as the BBC and NHS, we would estimate the standard to increase to 250-500 starts per year.

Employers may also use the standard to upskill existing workforce and if so the numbers would increase again.

Major growth in 'Learning Design' job opportunities in the last year to c1,000 per month.



71% of companies have experienced an increased demand for digital learning from end users

Fosway Group - Rapid research survey 2020

The Digital Learning Designer job role is a digital technologies occupation.

Digital skills are central to the primary purpose of the role in creating learning solutions through digital technologies

Employer support

