



DIGITAL LEARNING, COMMUNICATIONS AND ENGAGEMENT CONSULTANT

AFA Scotland is currently recruiting for a Digital Learning, Communications and Engagement Consultant

To apply, please complete the Application Form addressing the essential criteria detailed in the Job Specification. Applications to be received no later than **Friday 22 April 2022**

Brenda Reilly, Business Support & Finance Manager

Tel: 0131 322 8490

Email: brenda.reilly@afascotland.com

Interview date Wednesday 4 May 2022

Interview location AFA Scotland Office
 Foxglove Offices/Gf2
 14 Links Place, Edinburgh EH6 7EZ

(The intention is to conduct the interviews in person, but this may change if necessary to comply with government guidance and restrictions in place at the time.)



DIGITAL LEARNING, COMMUNICATIONS AND ENGAGEMENT 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:	Digital Learning, Communications and Engagement Consultant
Contract:	3 days per week for 12 months
Hours:	21 hours per week worked flexibly
Salary:	£18,000 (£30,000 p.a. pro rata)
Reporting to:	Executive Director

THE ORGANISATION

Adoption and Fostering Alliance (AFA) Scotland is an independent charity that promotes and facilitates evidence-informed best practice in Kinship Care, Fostering and Adoption, through advising, training, and influencing practitioners and policymakers, and supporting them to improve outcomes for children and families.

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 masters level 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.

This post will be shared across AFA Scotland and our hosted service, Scotland's Adoption Register (SAR) which is a Scottish Government funded project that provides a statutory service to promote and support family finding for children who need adoptive families. It also provides training and development sessions alongside practitioner forums. It is further developing its online presence to engage more with practitioners and in raising awareness within the general public.

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For some time, AFA Scotland has been developing its online services and learning opportunities, and over the last 2 years adjusting to the new realities created by the pandemic. AFA would like to continue to adapt its services and to expand its reach to practitioners and policymakers across Scotland to support the safe, secure, and loving care to which every child has a right. 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 continue to enhance its online presence by further developing web content, social media presence, online community, virtual training expertise, and digital and research communications to maximise the organisation's ability to engage, inform and influence practitioners, policy makers and academics.

This post will support AFA Scotland to build on work already underway to make these far-reaching changes in the delivery of its services. The postholder will be closely involved in the work that AFA Scotland is undertaking in response to the independent Care review and the publication by The Promise of [The Plan 21-24](#). The postholder will also have involvement in two specific areas of work: firstly, to work alongside staff from Scotland's Adoption Register (one of the services hosted by AFA Scotland), and secondly to be involved in a one-year project to help ensure that children coming into care can maintain relationships with people who are important to them. 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.

Responsibilities

- Support the execution of our existing **Communications Plan** and lead future **communications planning** to support our Strategic Plan.
- Lead the **ongoing development and promotion of the AFA Scotland brand** in line with our goal to be recognized as an independent source of excellent advice, training, and research and as an enabler in sharing and developing practice across Scotland.
- Support the development, launch and community management of a user-friendly **members' area on the AFA website**, where members can access and engage with learning resources.
- Support **research communications** activities, with a focus on informing stakeholders of relevant research findings and inspiring/inviting them to act for change.
- Explore options for **e-learning and other modes of learning** to support our members' development.
- Support the development of the **Adoption Register's** communications plan, including further developing the social media strategy, better use of analytics and developing other communication approaches such as podcasts.
- Involvement in the **Staying Connected** project, assisting with the production and dissemination of new resources.

Desirable Skills and Qualifications

- Excellent communications skills, with ability to write effectively and communicate complex information simply
- Educational or professional background in communications, marketing or similar
- Experience with communications, digital communications, community management and online learning/training
- Excellent Microsoft Office and Google Suite skills
- Additional technical skills (HTML, WordPress website administration, Google Analytics, MailerLite, e-learning development tools, learning management systems, Adobe Creative Suite etc.) an asset

APPLICATIONS

Applications for the role of Digital Learning, Communications and Engagement 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 Angie Gillies on 0131 322 8490 or by email at: angie.gillies@afascotland.com.

Closing date	5.00pm Friday 22 April 2022
Interview date	Wednesday 4 May 2022
Location	AFA Scotland Office Foxglove Offices/Gf2 14 Links Place, Edinburgh EH6 7EZ

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JOB SUMMARY AND PURPOSE

Purpose of the role

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

	<ul style="list-style-type: none"> • Ability to communicate enthusiastically and effectively both orally and in writing, and to adapt the communication style to suit a range of audiences. 	
<p>Job specific requirements</p>	<ul style="list-style-type: none"> • Ability to work autonomously, prioritise workload and meet deadlines. • Ability to work as part of a team and contribute to shared goals and objectives. • Ability to carry out responsibilities with minimal supervision and thrive both on own initiative and as part of a team. • Administrative and organisational competence. • Ability to contribute to the development of the service provided by AFA Scotland. • Ability to maintain confidentiality and knowledge of current data protection policies and the handling of information. • Capacity to work flexibly according to demands on the organisation and role. • 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. 	