

Job Description

Title: Academy Learning & Development Consultant

Directorate: Marketing and Customer Experience

Responsible to: Head of Academy

Location: Home-based - frequent UK-wide travel

OVERALL PURPOSE

To support engagement with The Institute through delivery of a range of high quality training and development programmes and services to groups of Member on a national basis; to work collaboratively with other Institute teams to ensure efficient service delivery and use of feedback to improve membership offerings; to support the development and updating of workshop content.

KEY RESPONSIBILITIES

1. Workshop delivery

- a) Deliver development and training workshop content to groups in order to meet desired learning objectives and achieve The Academy’s delivery programme and standards. Training includes the Institute’s Workshops and Certificate courses, including Train the Trainer.
- b) In conjunction with the Academy and Client-Facing team, plan, organise and facilitate an initial meeting with lead contacts in the Member organisation to establish the relationship, identify specific learning and logistical needs, and agree workshop goals and scheduling.
- c) Personally facilitate learning events using a highly professional, engaging, motivational and interactive training style in order to ensure retention and application of learning as well as compliance with The Institute’s standards.
- d) At the outset and throughout the delivery of a programme, review, adapt and tailor workshop content in order to meet the needs of the client and share good practice, whilst at all times staying within the requirements of The Institute’s frameworks and standards.
- e) As class leader, maintain workshop management with groups of varying size (typically a maximum of 20 participants) to ensure effective time management, appropriate delegate support, and consistent delivery of all aspects of the programme.
- f) Use a mix of content delivery methods and learning technologies in order to meet learners’ needs and offer flexibility, including online content, e-learning, video, and virtual delivery platforms.
- g) Monitor delegate progress and provide appropriate support during or after the workshop, providing feedback to Client-Facing team for onward communication to the Member, in order to highlight the ROI / value of the programme and any issues.
- h) Train the Trainer and Certificate courses: Carry out observation and review of delegates, provide developmental feedback and assess delegates against programme criteria, in order to complete sign off and provide feedback and recommendations on the level achieved.

The Institute of Customer Service

- i) Share documented Train the Trainer delegate feedback with the Standards and Quality team so that quality assurance observations and follow ups can be arranged for subsequent ServiceFocus delivery by delegates.
- j) Capture and summarise good examples of customer service ROI and business impact for briefing back to the Member organisation and the Academy team, in order to demonstrate business value.
- k) Contribute to the production of The Institute's regular value statements and other feedback mechanisms to ensure workshops and their outputs are included as evidence of ROI.
- l) Work closely with the Academy Team to ensure workshop venue, materials, delegate communication and other pre-workshop logistical arrangements are efficiently organised and clearly communicated in a timely manner.
- m) Manage on-site workshop arrangements on the day, trouble-shooting as necessary, in order to create a conducive learning environment and a positive delegate experience.
- n) Work closely with the Business Support Team to ensure post-workshop evaluation processes are promptly implemented and delegate feedback is captured,
- o) Work as required with the Academy Team to collate and review feedback, to identify trends and opportunities to enhance and develop existing programme content, and to propose changes to The Institute's portfolio of products and services, to ensure its continuing relevance and a clear return on investment for Members.
- p) Within guidelines set by the product portfolio team, tailor workshop content to suit the specific business needs of Members and the learning needs of delegates.
- q) Maintain regular contact with and report back to the Client-Facing on workshop activity so that account management / engagement plans can be updated.
- r) Maintain required information on the Institute's CRM to enable reporting and monitoring.
- s) In conjunction with the Academy Team, pass on opportunities for additional Member engagement and non-Member leads to the relevant Client-Facing person, New Business or Insight Consultancy team so that prospects can be actively pursued.
- t) Maintain effective working relationships and regular communication with delivery partners and other facilitators and support the training of new facilitators, to ensure consistency of quality and customer experience.
- u) Maintain and update personal knowledge and expertise in preparing for training delivery so that workshop content is up to date and relevant.
- v) Proactively create, share and document knowledge and experience to support learning and best practice across The Institute.
- w) Work and co-operate with the Standards and Quality team so that quality assurance assessments are carried out and feedback acted upon to implement any improvements and changes identified as necessary.

2. Other duties

- a) As agreed with the Academy Team, facilitate and deliver regional taster sessions to increase awareness, engagement and the take-up of services.
- b) As agreed with the Academy Team, provide feedback to support the production of case studies, website promotional content and VLE enhancements.
- c) As agreed with the Academy Team, provide content for tender responses to enable high quality submissions to be made.
- d) Support the Academy Team with ad hoc projects as required.

ROLE DIMENSIONS

Roles managed directly and indirectly: None

Financial responsibility / budget: None

Key relationships:

Internal: Head of Academy; Customer Experience Manager; Customer Experience Executive; Director of Marketing and Customer Experience; Standards and Quality team; Client Development Directors; Client Delivery Managers.

External: delegates from Member organisations; practitioners, coaches and assessors; facilitators from partners / preferred suppliers

Authority to act on behalf of the Institute: None

SUCCESS CRITERIA

- Customer satisfaction survey results
- Feedback on quality of personal delivery from delegates, practitioners, Members' lead contacts and Client Development Directors
- Delegates' and practitioners' satisfaction scores (workshop / programme review)
- Internal quality assurance results / requirements satisfied
- High quality materials and documentation
- Effective working relationships and collaboration with internal teams and external partners
- Workshop demand and schedule are met
- CRM and Academy data is accurate and current

PERSONAL DEVELOPMENT

It is your personal responsibility to ensure that your own professional knowledge and job skills are fully up-to-date at all times.

The role holder is required to perform related duties as required. This job description does not necessarily include every responsibility, requirement or skill associated with the role. It is intended to reflect the role currently and the manager and role holder will revise the job description as necessary to ensure the needs of the Institute and its customers can be met.

Knowledge

- End to end learning cycle
- Training evaluation
- Learning and development design methods
- Facilitation techniques
- Group dynamics
- Skills assessment within a training environment / event
- In-depth subject-matter knowledge of Workshops, Certificate courses and Train the Trainer.
- Good working knowledge of all Institute products and services
- The ROI of customer service
- Customer service issues / priorities
- General business / commercial awareness
- Up to date in best practice and trends in training and development
- How to exploit a virtual learning environment

Skills

Demonstrates the ROI of customer service and The Institute's offerings
Credible, professional and confident presence and impact
Positive and engaging persona
Group facilitation skills to manage a range of organisational cultures and diverse staff groups
Excellent spoken English
Articulate and professional writing skills in English to produce written content of a high standard
Project planning, setting specific goals, milestones and review points
Personal time management, planning and organisational ability
Administration / able to handle multiple sets of documentation
High level of attention to detail
Practical application of the learning cycle and training evaluation methods
Able to rapidly assess competence through observation against defined requirements
Able give immediate feedback in a motivational and constructive way
Able to apply judgment in tailoring workshop content without jeopardising product integrity
Coaching skills that are focused on outcomes and impact
Resourceful and thinks on their feet to respond constructively to immediate needs
Self-motivated and able to manage own work load
Works well independently and as part of a team
Able to work under pressure and to deadlines
Builds strong relationships with stakeholders and colleagues
Microsoft applications: Intermediate Word and Powerpoint; Basic Excel; Advanced Outlook
Proficient in using a range of learning technologies (including WebEx)
Able to demonstrate use of the VLE and resolve non-technical queries

Attitudes

Lives The Institute's values
High integrity
Proactive and solution-oriented
Highly focused on people development

Experience

Working with people in managerial and non-managerial roles
A minimum of 3 years' experience of developing and delivering learning and development of front line, management and 'train the trainer' programmes
Delivering soft skills and behavioural training
Feedback and assessment/measurement against defined requirements
Delivery of customer service training desirable

Education & Professional Qualifications

Minimum A level standard education, preferably a degree
Minimum GCSE standard Maths and English
CIPD Certificate in Training Practice or a Level 5 Teaching qualification or equivalent
Assessor qualification (V1 / V2 / NVQ Level 3) desirable

Note: the typical work schedule for this role will include 3-4 days per week spent in delivering to customers on customer sites and is likely to involve at least 4 - 6 overnight stays per month.