



Learning Design Manager

Candidate Pack & Job Profile

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Hello and welcome

Professor Jonathan Wyllie
President, Resuscitation Council UK



A handwritten signature in blue ink, appearing to read 'J. Wyllie'.



A handwritten signature in blue ink, appearing to read 'James Cant'.

Dr James Cant
CEO, Resuscitation Council UK

Cardiac Arrest is a major cause of death in all developed western countries. Looking at the UK figures for both in and out-of-hospital cardiac arrests, we see the following:

- There are about 30,000 cardiac arrests a year outside of hospital where emergency medical services attempt to resuscitate the person who has collapsed and stopped breathing normally. However, the survival rate is dismal – fewer than one in ten people survive to be discharged from hospital.
- In 2019/20 over 12,500 patients had a cardiac arrest while they were in hospital, equating to around 1 in every 1000 hospital admissions. The survival to discharge home rate for this group is around 24%.

Cardiac Arrest can happen anywhere to anyone. Although the chances of survival are greater when it happens in hospital rather than out, there's been no significant improvement for many years, particularly in the out-of-hospital setting. Some patients also receive cardiopulmonary resuscitation (CPR) when they shouldn't - either because it's against their wishes or when there would be no benefit to the patient and could cause more harm.

What are we doing about all this?

We want to improve people's chance of survival from a cardiac arrest wherever they are – whether that's in a hospital bed, at home or walking in the park. And we want to ensure that CPR is only attempted when appropriate. Our training courses and scientific evidence-based guidelines are designed to help not just all types of healthcare professional, but members of the public too. Because everyone should have the skills to try to save a life.

Why join us?

You would be joining us at an exciting time for the organisation. In May 2021, we published the RCUK Guidelines 2021. These are up-to-date, expert-written, revised guidelines for best practice and clinical excellence in resuscitation. They will give people their best chance of successful outcomes from cardiac arrest or improve patient and family experience in conversations, decisions and planning for end-of-life care. Over the coming months, we will be launching our updated resuscitation courses to reflect the updated guidance, bringing high-quality resuscitation training to over 150,000 candidates each year.

Hello and welcome

It's a really exciting time for Resuscitation Council UK. We've recently published Guidelines 2021 and we have set out our exciting vision to 2030 which will help us to save even more lives through resuscitation.

Our vision

We have also defined our vision to take us to 2030. By 2030:

- Everyone should receive appropriate cardiopulmonary resuscitation (CPR) treatment in clinical and care settings, underpinned by the comprehensive availability of appropriate clinical guidance, training and life-long learning.
- Survival rates for cardiac arrests should match world-leading comparators.
- Everyone affected by involvement in a cardiac arrest and the provision of resuscitation receives appropriate, personalised support.
- Resuscitation has become a mechanism to reduce social inequalities, not another measure of them.

Being insight driven, inclusive and diverse in everything we do, is vital to our work moving forward.

We hope you will want to be part of this exciting new chapter for the organisation and our cause. Join RCUK and challenge us and all people working in the field of resuscitation to close the gap with the global leaders in survival, ensure the entire Chain of Survival operates consistently at world-class levels and ensure that cardiac arrest survival is no longer another area of health inequality.

Our people

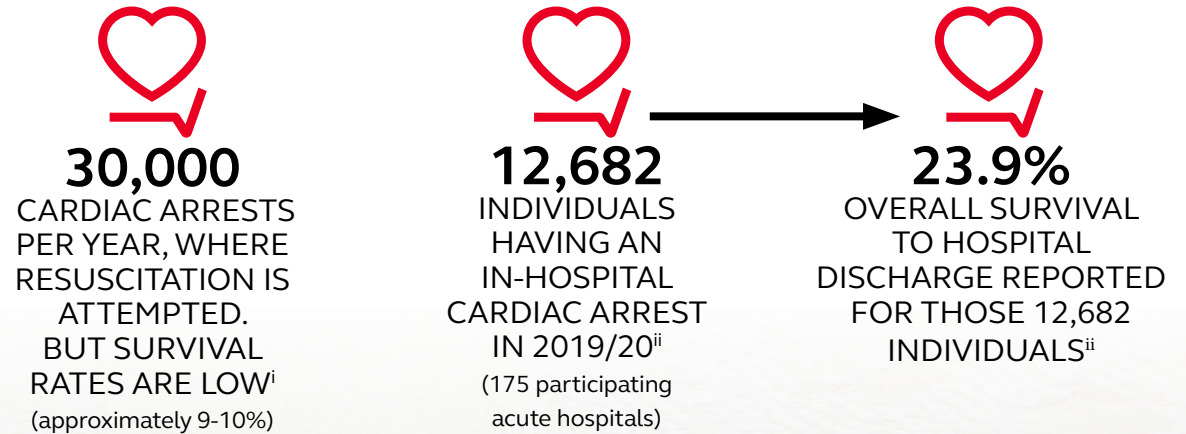
What makes RCUK special is its people and our access to some of the world's leading experts in the field of resuscitation.

As well as a dedicated in-house team, we're also lucky to have an amazing UK-wide army of volunteer instructors who are crucial to our ability to save lives through resuscitation. Working tirelessly to educate and train others, they are the bedrock on which we build our ambitions for the future.

We have a bold vision, and the determination, expertise, and ability to save more lives.

We invite you to join us.

Our aim



Saving lives underpins everything we do.

Sudden death from a cardiac arrest is one of the leading causes of death in the UK and it can strike anyone, at any time, anywhere.

To combat this, we're educating the public and healthcare professionals in all aspects of cardiopulmonary resuscitation (CPR).

ⁱ Out-of-Hospital Cardiac Arrest Overview – England 2019, https://warwick.ac.uk/fac/sci/med/research/ctu/trials/ohcao/publications/epidemiologyreports/ohcao_epidemiology_report_2019_-_england.pdf

ⁱⁱ Based on key statistics from the national in-hospital cardiac arrest audit (NCAA) for 2019/20. (175 participating hospitals). These incidents are defined as any resuscitation event commencing in hospital where an individual receives chest compression(s) and/or defibrillation and is attended by the hospital-based resuscitation team (or equivalent) in response to a 2222 call.

- We believe that effective and appropriate CPR and defibrillation saves lives.
- We believe that survival rates from out-of-hospital Sudden Cardiac Arrest in the UK must improve urgently.
- We believe that everybody in society should learn basic lifesaving skills to aid the chain of survival.
- We believe that scientific research is key to advancing resuscitation practice and improving outcomes.
- We believe that, whenever possible, people should be able to choose whether or not they want to be resuscitated.

Our people are our strength

Our members and volunteer Instructors include doctors, nurses, resuscitation officers, paramedics, other healthcare professionals and non-clinical members of the public.

They are experts in a wide range of clinical settings including primary care (general practice), ambulance services, emergency and acute hospital medicine, intensive care and anaesthesia, cardiology, and end-of-life care.



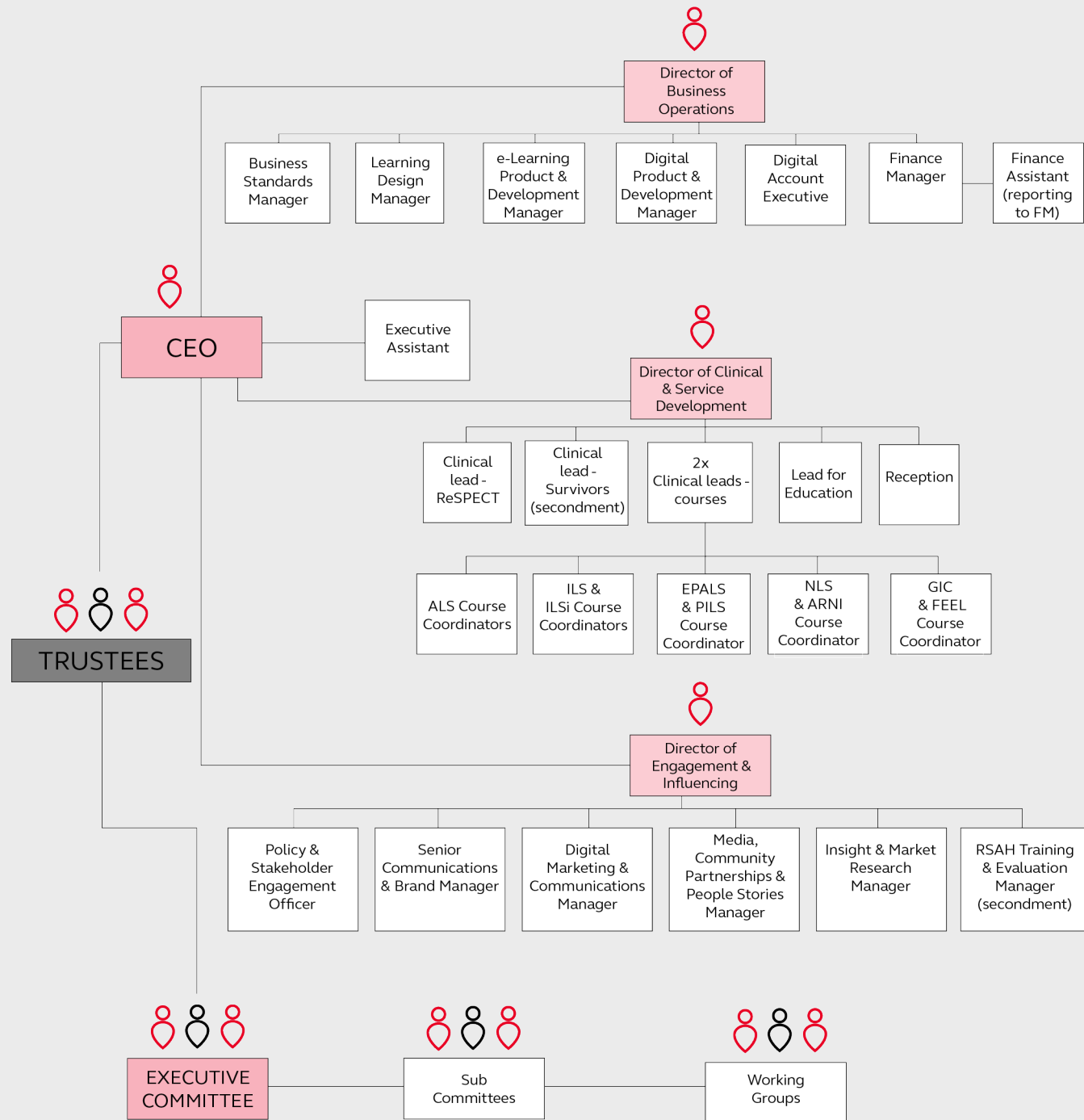
Who we are

RCUK is led by our Chief Executive Officer and senior management team on behalf of the Trustees, by whom we're governed.

Our seven Trustees include the President, Vice-President, Honorary Treasurer and Honorary Secretary. The CEO and the Board of Trustees are advised by a 25-person Executive Committee, 12 of whom are elected from, and by, RCUK Full members.

Members of our Subcommittees and Executive Committee are part of the national and international community of resuscitation practice. Experts are involved in national groups and organisations such as the Out-of-Hospital Cardiac Arrest Expert Advisory Group (NHS England and Improvement), National Cardiac Arrest Audit (NCAA), and National Confidential Enquiry into Patient Outcome and Death (NCEPOD).

Many of these experts are influential not only in Europe as Members or Chairs of committees within the European Resuscitation Council (ERC), but also within the International Liaison Committee on Resuscitation (ILCOR) community.



What we do

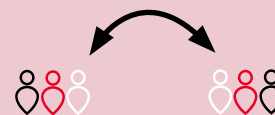
The more people we educate, the more people will survive cardiac arrests in the future.

In 2019/20, our volunteer instructors trained over 158,000 healthcare professionals, including doctors, nurses, paramedics and other allied healthcare professionals.



We create guidelines

Based on the best available evidence, we create NICE accredited guidelines for healthcare professionals, health service managers, patients, their families and carers, and members of the public involved in resuscitation. With the latest editions published in May 2021, these are tailored specifically to clinical practice in the UK. They are a crucial part of the toolkit our volunteers use to arm people with the necessary skills to resuscitate.



Working in partnership to effect change

We enjoy an enviable position as the acknowledged expert organisation in the field of resuscitation. We also work closely with charities and other professional organisations including the Royal Colleges to develop Quality Standards for CPR Practice and Training and to ensure their continued provision and delivery as part of statutory training and professional development. We ensure that resuscitation continues to be seen as a priority area for decision-makers in government, the NHS and the wider stakeholder community. We understand that significant improvements in survival will only be achieved by strategic, system-wide developments. That's why we've played an active role in multi-partner campaigns to ensure that school students receive CPR training and that defibrillators are properly mapped. We're proud of our role coordinating Restart a Heart and we are delighted to partner with a number of community-led organisations that can help us reach diverse communities and address the health inequalities that exist around cardiac arrests.



We provide training and training materials

We're respected nationally and internationally for our high quality, evidence-based resuscitation training and training materials. Our courses in adult, paediatric and newborn resuscitation are developed by a number of subcommittees, comprising healthcare professionals and educators representative of the core subject group, and they're delivered by a network of over 15,000 trained Instructors.

What we do continued...



We've developed products that help save lives

Designed to support healthcare professionals, iResus is a free app which enables users to access the latest resuscitation algorithms. We've also developed our Lifesaver portfolio, which allows viewers to step into an emergency situation and learn the crucial skills needed to save a life. Whether you want to offer CPR and choking training to your employees or students, or want to learn yourself, we have an engaging way for you to learn what to do.



Restart a Heart Day

We lead the Restart a Heart campaign, a national collaborative, with the British Heart Foundation, St John Ambulance, British Red Cross and Association of Ambulance Chief Executives. This annual campaign aims to teach vital life-saving cardiopulmonary resuscitation (CPR) skills to as many people as possible.

In 2020/21, iResus had over 45,000 downloads.

And since spring 2013, an estimated 2 million people have accessed Lifesaver across all platforms.

The 2019 Restart a Heart Campaign was record-breaking, with over 291,600 people learning life-saving CPR skills. The social media element of the campaign saw a combined reach and impressions of over 135 million.

What we do continued...



Scientific research and financial support

We promote research into all aspects of the science, practice and teaching of resuscitation techniques, and provide financial support for suitable projects through our £150,000 annual research fund.



ReSPECT

We're leading the development and UK-wide implementation of ReSPECT, the Recommended Summary Plan for Emergency Care and Treatment, designed to be applicable to all patients in all care settings. ReSPECT encourages an informed and open discussion between patients and health professionals where the preferences and personal wishes of the patient are truly reflected upon.

Research study topics funded over the last few years include AEDs within urban and rural areas, the development of human models for resuscitation chest compressions, the experiences of paramedics taking part in large randomised airway trials and developing a quality of life instrument for survivors.

Since ReSPECT's national launch in 2017, we have seen a huge uptake across the UK's health and social care system. It's now used in around 75% of counties in England, in some areas of Scotland and is recognised in all areas of the UK.

What our staff say



In all of my long years of experience I have never worked in such a collaborative and inclusive environment where teams and individuals work so well together led by a strong senior management team and a CEO whose (virtual) door is always open.



**Suzanne/
Executive Assistant**

I joined RCUK during the pandemic and all the RCUK team has made me feel really welcome despite us never having met in person. As the organisation is small in size, there's a nice culture of collaboration between teams.



**Andi/
Director of Engagement
and Influencing**

I love working in organisation whose foundation is built on clinical evidence and excellence in practice but at its heart is care. I am part of a cohesive and dynamic team who, irrespective of their role with the organisation, are all committed to the idea that everyone should have the skills needed to save a life. It is not just an aspiration but a tangible goal that we are all striving to deliver.



**Isabelle/
Clinical Lead: Courses**

What we're looking for

Let us tell you more about the opportunity to work with us...

Job title |
Learning Design Manager

Location |
Home and/or office based
(Resuscitation Council UK,
Tavistock House, London. WC1H)

Reports to |
Director of Business Operations

Salary range |
C - £41,000

Hours |
37.5 hours per week –
Applications for job sharing
are welcome

Learning Design Manager | Job Description

About the post

The Learning Design Manager will bring learning design expertise that will help us assess our learning needs, innovate to develop a culture of continuous learning and design and implement an appropriate learning model to help us achieve a high-quality experience for our learners. They will also ensure we meet the standards of best practice around diversity and equity, accessibility and privacy.

The Learning Design Manager will be situated within the Business Operations team and will report to Paul White, Director of Business Operations. The role will be responsible for the learning design function at RCUK and will work closely with all members of the Business Operations team as well as subject matter experts from Clinical Service Development and Engagement and Influencing. The Learning Design Manager will also represent the learning design function when required at Educational subcommittees and other learning related working groups.

About Resuscitation Council UK

Resuscitation Council UK is saving lives by developing guidelines, influencing policy, delivering courses and supporting cutting-edge research. Through education, training, and research, we're working towards the day when everyone in the country has the skills they need

to save a life. We are the UK experts in clinical guidelines, standards, and education for resuscitation practice for those working in healthcare and in the public space.

Main Duties and Responsibilities

Learning Design Process

- Lead the development of, and champion with stakeholders, a new learning design process for RCUK.
- Manage the ongoing learning design process for RCUK.
- Champion the use of user centric design principles and insight as an essential part of the learning design process.
- Working closely with the Insight and Market Research Manager, improve mechanisms using technology solutions such as artificial intelligence to gather and evaluate insight.
- Working with the Lead for Education to ensure clinical excellence in all of our training.

Product Development

- Responsible for maintaining the product roadmap for e-learning products across RCUK.

What we're looking for

We always seek to balance business needs with a flexible approach to working styles and preferences. Work can be undertaken at home and/or in the office (Tavistock House, London), at the successful applicant's choice. Some travel to the office or other locations will be required as part of the role, but reasonable adjustments, such as enabling the postholder's participation through digital technology, will be made for the successful applicant where this is required. If you would like to make an Access to Work application for a grant to pay for support tailored to your individual needs, such as a support worker, adaptations to the equipment you use, special equipment, taxi fares to and from work if public transport is not accessible to you, we will support you in this process.

Learning Design Manager | Job Description

- Responsible for working with subject matter experts from across RCUK to develop insight driven business cases for possible new learning products and services.
- Lead on the periodic review of current learning products and services.
- Liaise with the e-learning Product and Development Manager and Digital Product and Development Manager to build on and develop our existing suite of e-learning.
- Working closely with the Business Standards Manager, ensure all approved learning projects meet agreed quality standards that incorporate accessibility, diversity, and data privacy at outset.
- Support the Engagement and Influencing team on the creation and application of product marketing strategies.

Supplier Management

- Help establish and maintain relationships with suppliers in relation to digital learning.
- Ensure procurement, contracts and ongoing supplier relationships are maintained in line with our standards of quality management.

- Recruit and manage agency/freelance resources as part of the learning design function.

Platforms

- Work closely with the e-learning Product and Development Manager on the periodic review of the learning system infrastructure.
- Help establish continual service improvement principles for learning platforms.
- Review and provide input into the technology road map.

Other

- Represent the Learning Design Function as and when required as the subject matter expert.
- Occasional need to work weekends/evenings.
- If you think there are other deliverables that you would expect to feature in this role, please do share them and discuss them with us.

What we're looking for

Learning Design Manager | Person specification

Person specification

Knowledge and Experience

- Recent and relevant leadership experience in learning development/ design and delivery.
- Experience of transforming digital training or introducing customer focused digital training for a similar organisation.
- Experience in the development of blended learning products.
- Experience of leading and managing teams to effectively deliver through direct line management or through projects including managing upwards and influencing senior stakeholders.
- Experience of identifying and implementing appropriate learning management/experience systems and digital solutions.
- Experience of project and process design, innovation, and measurement.
- Project management and delivery experience including planning, prioritising, monitoring and evaluation.
- Good knowledge of the learning and design sector.

- Experience of user centric design principles and designing appropriate learning solutions for a range of audiences.

Personal Attributes and Skills

- Evidence of strong interpersonal and influencing skills and an ability to engage with and influence a diverse range of contacts at all levels, both internally and externally. Has the ability to adapt communication style accordingly to allow for accessibility needs where required.
- Ability to convey complex data and information accurately and in accessible terms promptly to internal and external stakeholders and the wider public.
- High degree of initiative and the ability to take responsibility for projects (planning, managing, and delivering projects, working with a range of stakeholders).
- Strong eye for detail.
- Excellent verbal and written communication skills, can communicate in plain English, with the ability to adapt your communication style accordingly to allow for a range of non-technical audiences and accessibility needs where required.

What we're looking for

Learning Design Manager | Person specification

- Strong commitment to diversity and inclusion – the ability to work with people from all backgrounds, passionate about addressing inequalities and ensuring we meet the standards of best practice around diversity and equity, accessibility and privacy.
- Ability to brief and manage suppliers and ensure delivery of work to time and budget.
- Excellent time management skills with the ability to prioritise workloads and deal with conflicting demands and meet tight deadlines.
- Flexible and adaptable; a good team player who is able to work in a small team.

Desirable

- A professional qualification in Learning Design.



What we can do for you

We recognise the commitment and efforts our employees make to keep our organisation running smoothly and efficiently - so in return, we offer a wide range of staff benefits.

We always seek to balance business needs with a flexible approach to working styles and preferences.

We have a strong commitment to inclusion and diversity and will support Access to Work applications.

Holiday allowance

30 days' annual leave for the first six years, thereafter increasing to the maximum which is 33 days.

Personal Accident Cover

If, after the successful completion of the probationary period, you die during your period of employment as the result of an accident, personal accident insurance benefit based on three times your annual gross salary will be paid to your nominated trustee.

Private Medical Insurance

After three months of working with us you'll be invited to join the private healthcare scheme, currently administered by Aviva.

Pension Plan

A workplace pension scheme where we contribute 8% of your salary into the scheme. The scheme is activated after three months of employment.

Interest-Free loans

Permanent employees (after successful completion of their probation period) can apply for an interest free travel and / or tenancy deposit loan up to a total of £10,000. This is deducted from your monthly salary.

Life Insurance

If, after the successful completion of your probation, you die during your period of employment, life insurance consisting of three times your annual gross salary will be paid to your nominated trustee as a tax-free lump sum.

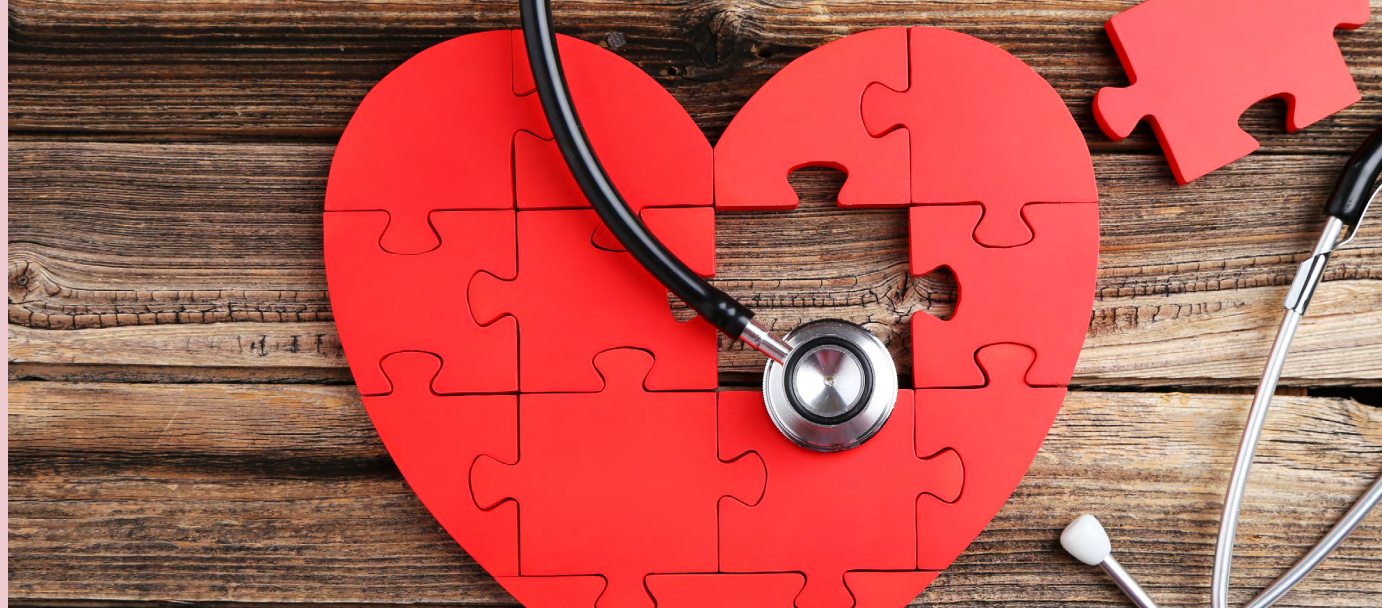


How to join us

To apply for this exciting opportunity, please submit:

- A comprehensive CV, specifying significant achievements in your career to date.
- A supporting statement, of no more than two sides, explaining how your skills and experience can support and add value to our organisation.
- A completed diversity monitoring form.

Email your applications to recruitment@resus.org.uk with **Learning Design Manager** in the subject line by 5pm Sunday 15 August 2021.



During the shortlisting process, those shortlisting applications will not have access to your name, date of birth, address or highest level of educational attainment.

The interview process is likely to be carried out virtually using digital technology due to COVID-19.

Interviews for this role are likely to take place during weeks commencing 6 and 13 September. There may be a second stage interview.

If you need any assistance with the application process, adaptations or modifications for interview, please let us know.

We welcome and will accept applications using an alternative process (such as video or audio applications). Please contact us on email or by phone to discuss this prior to submitting your application.

Please email suzanne.horner@resus.org.uk or phone **0207 391 0718** to discuss your requirements

For an informal and confidential discussion about the role, please contact Paul White, Director of Business Operations, on 020 7391 0709 or paul.white@resus.org.uk