



DIGITAL LEARNING DESIGNER
(TWO YEAR FIXED TERM)
RECRUITMENT PACK



CAMBRIDGESHIRE
FIRE & RESCUE SERVICE

Working together to improve community safety

ABOUT

Why work for Cambridgeshire Fire and Rescue Service (CFRS)?

Thank you for your interest in the above vacancy.

Please ensure you read all documents within this pack to provide you with a good understanding of the role and the Service.

To apply for this opportunity please complete this [EDI Form](#) and send your CV and Covering Letter detailing your suitability for the role in line with the person specification to recruitment@cambsfire.gov.uk

We promote the right values and an inclusive culture by:

ensuring fairness, promoting diversity and developing colleagues to achieve their potential

- being Disability Confident employer
- providing health and well-being support
- offering flexible, agile hybrid working
- having Inclusion ambassadors, a network and working groups for protected characteristics
- supporting anyone going through or affected by the menopause.

Our Offer:

Employee Assistance Programme

- Access to Health Cash Plan
- A competitive pension scheme
- Access to Blue Light Discount at 100s of stores & events
- Access to Health Shield Perks Discounts
- Family friendly policies – including flexible working
- Great Learning & Development Opportunities
- 24 days annual leave each year plus bank holidays, increasing with long service
- Parking (site specific)
- Flexible, agile, hybrid working

To find out more about working for us please click here: [Cambsfire.gov.uk](https://www.cambsfire.gov.uk)



ABOUT



A Message from the Chief Fire Officer

Thank you for considering a role with Cambridgeshire Fire and Rescue Service.

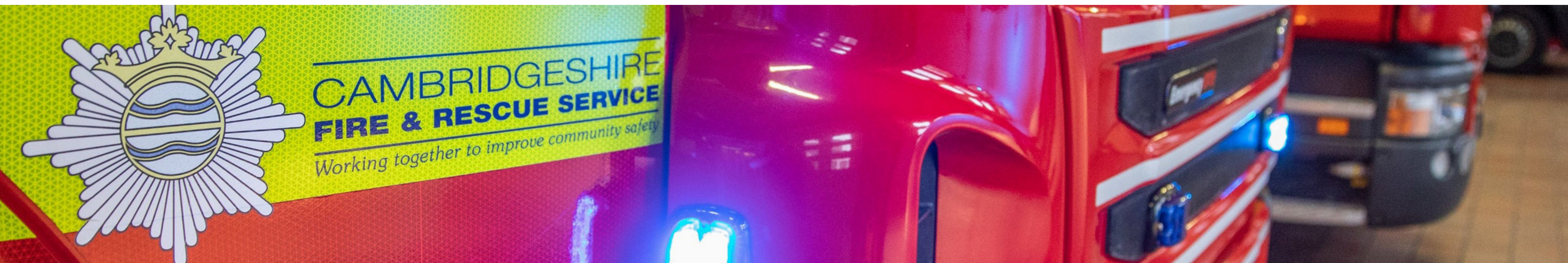
At CFRS, our purpose is simple and meaningful: to protect, prevent, and respond. Whether you're working on the frontline or in a professional support role, this shared mission connects every member of our team. It's what drives us to keep communities safe, reduce risk, and be there when it matters most.

Being part of CFRS, regardless of the role you play, is more than responding to emergencies. It's about making a difference every day, being part of something bigger and contributing to a Service that people trust and value.

We're proud of the culture we've built. In our most recent engagement survey, 88% of our people said they're proud to work for CFRS, and 84% agreed that everyone is welcome. Our teams describe the organisation as welcoming, supportive, and inclusive and we work hard to make that a reality, every day, for everyone.

People join CFRS for different reasons - whether it's a desire to help others, give back to the community, develop new skills, or be part of a close-knit team. Whatever your motivation, you'll find a place here where your contribution matters and where you're supported to grow and thrive.

If you share our commitment to protecting people, preventing harm, and responding with care and professionalism, we'd be proud to have you as part of our team.



ABOUT The Role



Salary:
£37,280 - £39,152 pa

Working Pattern:
37 hours per week
(part time hours
considered)

Contract:
Two Years Fixed Term

Job Purpose

The Digital Learning Designer will support the organisation in creating, developing, and maintaining engaging digital learning content. The role will focus on designing resources that are accessible, high-quality, and aligned with organisational objectives, while helping to improve learning outcomes for staff. Working closely with subject matter experts and colleagues across different teams, the post holder will use digital authoring and creative tools to deliver effective learning experiences.

Key Responsibilities

- Design, develop and update digital learning resources, including e-learning modules, graphics, videos, and interactive content.
- Work with subject matter experts to translate technical and operational information into clear and engaging learning materials.
- Apply instructional design frameworks and accessibility standards (e.g., WCAG) to ensure resources are inclusive and effective.
- Storyboard and script learning content, ensuring accuracy and clarity.
- Edit and proofread content, maintaining high standards of quality and attention to detail.
- Use digital learning tools such as Adapt, Adobe Creative Suite, and other relevant software to produce content.
- Support filming and audio production for instructional content where required.
- Manage multiple projects and deadlines, balancing priorities effectively.
- Work collaboratively with colleagues and independently to deliver solutions.
- Promote innovation in digital learning, bringing creativity and a proactive approach to problem-solving.
- Contribute to organisational objectives, supporting community safety and staff development through effective learning design.

ABOUT The Role



Key Responsibilities continued

CORPORATE ACCOUNTABILITIES (applicable to all personnel)

Equality, Diversity and Inclusion & Safeguarding

- Support and promote the Service's statement, policies and procedures on Safeguarding, Equality and Inclusion in employment and service delivery.

Health, Safety and Risk

- Ensure that health, safety and risk issues are factored into all areas of activity
- Support and promote the Service’s Health and Safety policies and procedures to maintain a safe and healthy working environment.

Personal Development

- Responsible for updating own practices and professional knowledge.
- Undertaking personal development activities as agreed with line manager.

General

- To undertake such other duties as may be required from time to time, commensurate with the grade and positioning of the post.

OTHER GENERAL REQUIREMENTS OF THE JOB

CPD

- The post holder must be willing to continuously develop their professional knowledge, experience and understanding.

TRAVEL

- Travelling across the county may be required to facilitate the effective delivery of the role and to participate in meetings etc.

Person Specification



CORE COMPETENCIES	CRITERIA	ESSENTIAL	DESIRABLE	MEASUREMENT
QUALIFICATIONS/ EDUCATION	Educated to A-level, or equivalent standard	X		Application
	Full, Current driving licence*	X		Application
	Understanding of instructional design principles and accessibility standards. Familiarity with frameworks like ADDIE, Gagné’s events, SAM, or Bloom’s Taxonomy	X		Application & Selection Process
KNOWLEDGE AND EXPERIENCE	Digital content creation using tools such as Adapt		X	Application & Selection Process
	Skilled in using Adobe Creative Suite (e.g., Photoshop, Illustrator, Premiere Pro)		X	Application & Selection Process
	Experience working with SMEs to update/create digital learning content		X	Application & Selection Process

Person Specification



CORE COMPETENCIES	CRITERIA	ESSENTIAL	DESIRABLE	MEASUREMENT
KNOWLEDGE AND EXPERIENCE	Ability to storyboard and write effective learning scripts		X	Application & Selection Process
	Strong proofreading and attention to detail, producing high-quality content under deadlines		X	Selection Process
	Understanding of digital accessibility standards (WCAG)		X	Selection Process
	Experience interpreting technical or operational guidance into plain English		X	Selection Process
SKILLS	Ability to manipulate images and graphics using appropriate software	X		Selection Process
	Understanding of basic filming/audio techniques for instructional content		X	Application

Person Specification



CORE COMPETENCIES	CRITERIA	ESSENTIAL	DESIRABLE	MEASUREMENT
SKILLS	Organisational skills—prioritising and managing multiple tasks and deadlines	X		Application
	Strong interpersonal skills; able to work collaboratively with other teams		X	Application
	Ability to work independently and take initiative		X	Application & Selection Process
MOTIVATION/ DISPOSITION	Passion for digital learning and improving operational content	X		Application & Selection Process
	“Can do” attitude and creative approach to problem-solving	X		Application & Selection Process
	Commitment to supporting organisational objectives and community safety	X		Application & Selection Process

Person Specification



CORE COMPETENCIES	CRITERIA	ESSENTIAL	DESIRABLE	MEASUREMENT
MOTIVATION/ DISPOSITION	Ability to challenge constructively and sensitively, seeking positive outcomes	X		Selection Process
	Customer focussed and driven by fulfilment in reaching high standards and genuinely supporting the organisation to achieve its objectives	X		Application & Selection Process
GENERAL	Full, clean and current driving licence*	X		Selection Process
	Successful applicants will be required to complete a standard or enhanced Disclosure and Barring Service (DBS) check as part of the pre-employment checks	X		Onboarding Stage

*Reasonable adjustment will be made for those candidates who may have a disability under the Equality Act 2010. However, it is essential that the successful candidate can travel to any part of the county when required

Our Terms and Conditions



Terms & Conditions

The salary scale and conditions of service are determined by collective agreements covering Local Government employees made at the National Joint Council, Eastern Provincial Council and locally between this Authority and the recognised unions, and as supplemented by the decisions of the Authority.

Location

The successful applicant will be based at Huntingdon but will be required to travel to other sites in Cambridgeshire and out of County.

We offer an agile working pattern where you can work remotely subject to you being available to work from other Cambridgeshire Fire & Rescue Service locations around Cambridgeshire and from home.

Salary

£37,280 - £39,152 pa per annum
Payment is normally made 7 days before the last working day of the month by BACS transfer to your bank or building society account.

Type of Contract

Fixed Term for Two Years

Hours

37 hours per week
A flexible approach can be taken when making local agreements around working hours. This will be agreed with the line manager.

Probation Period

There is usually a probationary period of six month

Offer Subject to

- Completion of Medical Questionnaire/Medical Examination.
- Receipt of references satisfactory to the Authority.
- Evidence of right to work in the UK (including Settled Status or Pre-Settled Status for most EU citizens)
- Requirement to complete a standard or enhanced Disclosure and Barring Service (DBS) check

Duties

The enclosed job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet with changing circumstances. You may on occasion be required to undertake work outside of your normal duties to meet the needs of the Service.

Our Terms and Conditions cont.



Pension

Membership of the Local Government Pension Scheme, this is funded by contributions both from you and the Fire Authority. Your contribution is dependent upon salary and will be between 5.5% and 7.5% of your salary. Transfer of contributions from previous employment is possible under certain circumstances. You will receive an explanatory booklet if appointed

Annual Leave

The annual leave year runs from 1 April to 31 March. The leave entitlement for full time staff is 24 days per annum; annual leave for part-time staff is given on a pro-rata basis. If you are new to local government your entitlement in your first year will be calculated on a pro rata basis. After five years Local Government Service you will be entitled to five extra days' annual leave. After 10- and 15-years' service in this Service you will receive an extra 1 day of annual leave, giving a maximum of 30 days. In addition, you will receive paid leave on eight public holidays if you normally work on that day (pro-rata for part-time employees).

Other leave: Special leave arrangements exist covering bereavement, nursing sick relatives, adoption, paternity, maternity and parental leave, and jury service. Subject to operational requirements special leave arrangements also exist covering certain public duties, e.g. magistrate, school governor, etc.

Sickness

The Authority operates a nationally agreed scheme, which provides for varying periods of sickness absence on full pay followed by half pay, according to the length of recognised continuous Local Government service. There is a minimum of one month on full pay and one month on half pay, rising to a maximum of six months on full pay and six months on half pay after five years' service.

Training & Development

Training and Development has a high priority in the Authority. It is seen as a continuous process and you will be encouraged to develop relevant skills. You may be offered financial or other assistance where appropriate and subject to affordability

Equal Opportunities

The Fire Authority is committed to providing equality of opportunity in employment and service provision.

Our Terms and Conditions cont.



Additional Benefits

- Employee Assistance Programme
- Access to Health Cash Plan
- A competitive pension scheme
- Access to Blue Light Discount at 100s of stores & events
- Access to Health Shield Perks Discounts
- Great Learning & Development Opportunities
- 24 days annual leave each year plus bank holidays, increasing with long service
- Parking (site specific)
- Flexible, agile, hybrid working (post-probation period)

Legal Right to work in the UK

Asylum and Immigration legislation requires all employers to obtain proof that prospective employees have a legal right to work in the United Kingdom. You will therefore be asked for a National Insurance number and documentary evidence such as a valid passport or other identity documents.

Other Employment

You must notify the Authority if you hold or take up other employment, to meet the requirements of the Working Time Regulations, and must limit your working hours over all employment to 48 hours per week on average.

Safeguarding

Cambridgeshire Fire and Rescue is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all employees and volunteers to share this commitment. It is our policy to require all applicants for employment to disclose if you are currently being investigated by any regulatory body or have any decisions or sanctions pending or in progress in respect of your suitability to work for the Service.

You agree to inform the Service within 24 hours if you are subsequently investigated by any agency or organisation in relation to concerns about your behaviour towards children, young people, or vulnerable adults. The information you provide will be treated as strictly confidential and will be considered only in relation to the appointment for which you are applying.

ABOUT

Cambridgeshire Fire and Rescue Service

Cambridgeshire Fire and Rescue Service are keen to encourage applications from all parts of the community, and to ensure this is happening we need to monitor information that some may regard as personal and sensitive. This information will be held in confidence and used only for statistical monitoring purposes. It will not be used in any part of the selection process. Please complete this EDI Form. Please be assured that this will be separated from your application form before the selection process begins.

It is our policy to ensure, whenever possible, that the recruitment process is adapted to suit the needs of applicants who have a disability or impairment that you believe may give you rights under the Equality Act. The following conditions are given as examples: learning disabilities, dyslexia, some sight or hearing loss, diabetes, epilepsy and multiple sclerosis. Reasonable adjustment will be made for those candidates who believe that they may have an impairment or disability under the Equality Act 2010. Please inform us of any adjustment you require so that we can ensure that we have made appropriate arrangements for you during the selection process, Please do not hesitate to contact Recruitment on 01480 444500 or email recruitment@cambsfire.gov.uk if you have any queries.

Please also note that we hold the "Disability Confident" employer status, this means that we guarantee to interview all applicants who have rights under the Equality Act 2010 and who meet the essential criteria for the post. However, it is desirable that the successful candidate can travel to any part of the county as required.

In the meantime, if you have any queries, please do not hesitate to contact Recruitment on 01480 444500 or recruitment@cambsfire.gov.uk



ABOUT

Cambridgeshire and Peterborough

Economy: Where Innovation Meets Opportunity

Cambridgeshire and Peterborough boast a thriving economy with robust GDP growth of 2.7% (as of 2022) and a vibrant ecosystem of tech enterprises, research institutions, and startups.

The county is home to the Cambridge Cluster, with a large number of high tech businesses focused on software, electronics, and biotechnology. The average income, consistently above the national average, reflects the rewarding nature of the professional landscape across the county.

Lifestyle: Where Tradition Meets Modernity

Cambridgeshire and Peterborough offer a rich tapestry of cultural experiences, picturesque landscapes, and recreational activities. Immerse yourself in the world-renowned Universities of Cambridge, where centuries of academic excellence unfold against the backdrop of iconic spires and cobblestone streets.

Explore the serenity of the Fens, where nature beckons with its tranquil waterways and lush green expanses. From vibrant market towns to the historic Peterborough Cathedral, each corner of the county resonates with a sense of community and heritage.

Communities: Where Diversity Flourishes

According to the latest census data, the region exhibits not only economic prosperity but also a rich mosaic of ethnicities and cultures. The population growth, outpacing the national average, underscores the attractiveness of this region. In Peterborough, for instance, the census reveals a population with roots in over 100 different countries, contributing to a dynamic cultural landscape.

Whether you're drawn to the cosmopolitan vibrancy of Cambridge or the welcoming warmth of smaller, rural towns, it's about being part of a dynamic, forward-thinking community that values progress, heritage, and the shared tapestry of diverse lives.





Our Vision

Our vision is for safe communities where there are no preventable deaths or injuries from fire or other emergencies. Put simply, this means we will strive to reduce risk and save lives.



To succeed in this, we need to achieve **community safety** and **operational excellence** in the most cost-effective way, putting **people** at the centre of everything we do.

<div> People</div> <div><p>We have a culture that embodies our values and expected behaviours.</p><p>We listen and engage with our people, communities and our partners to improve what we do.</p><p>We develop our people and encourage them to reach their potential.</p><p>We continually improve the service we deliver.</p></div>	<div> Community Safety Excellence</div> <div><p>We understand and target the risk in our communities.</p><p>We are inclusive in our approach and tailor our services to meet the needs of our diverse communities.</p><p>We work with partner agencies in a targeted, proactive and effective manner and are perceived as a key contributor to community safety.</p><p>We have a high level of success in our community safety activities and evaluate our impact.</p></div>
<div> Operational Excellence</div> <div><p>We have competent, confident and skilled people.</p><p>We have the right skills, equipment and resources in the right places.</p><p>We have a learning culture looking to continually improve what we do and how we do it.</p></div>	<div> Value for Money</div> <div><p>We actively seek collaborations.</p><p>We evaluate the impact of working practices to strive for efficiency, effectiveness and sustainability.</p><p>We continuously monitor how we are performing, sharing what we do and taking best practice from others.</p></div>

Our Values and Behaviours



 Welcoming	 Respectful	 Professional
I am welcoming and inclusive.	I treat everyone with dignity and respect.	I always act with integrity and am accountable for my behaviour, actions and words.
I consider and support my colleagues' wellbeing.	I embrace diversity and difference.	I communicate clearly and listen attentively.
I appropriately address language and behaviours that are not in line with our values.	I am mindful of my impact on others.	I am open and receptive to feedback.



We are committed to creating a workplace where everyone feels welcome, respected and are treated with dignity. We recognise that the work involved in improving culture is a continuous journey, however the results from our 2022 employee engagement survey confirmed our belief that CFRS has a good culture.

We know we cannot be complacent though; the HMICFRS Culture Spotlight report and other events in the media show us that it is essential this continues to be a priority.

We use engagement and culture surveys, commissioned with external organisations to ensure it is unbiased, to help us understand how our people feel about working for the Service. We measure our culture through these surveys and other listening channels and metrics.

Our recent survey showed that we had improved employee engagement and that colleagues were proud to work for CFRS. It also showed us further areas that we could improve on, for example improving our system for recording training, facilitating more opportunities for colleagues across different areas of the Service to engage with each other and showing greater transparency with recruitment processes.

We will look at these, along with the recommendations from HMICFRS and NFCC, to continue to maintain and improve our positive and inclusive organisational culture - which are all essential elements of the Area Commanders role.



How to Apply



Thank you for your interest in this vacancy.

Please ensure you have read all documents within this pack to provide you with a good understanding of the role and the Service.

To apply for this opportunity please complete this [EDI Form](#) and send your CV and Covering Letter, detailing your suitability for the role in line with the person specification, to recruitment@cambsfire.gov.uk

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