

Post Details		Last Updated: 26/11/25	
Faculty/Administrative/Service Department	Directorate of Online and Digital Learning		
Job Title	Digital Learning Experience (DLX) Developer		
Job Family	Professional Services	Job Level	4
Responsible to	Director of Online and Digital Learning		
Responsible for (Staff)	n/a		
<u>Job Purpose Statement</u>			
<p>Coordinate the design and delivery of inclusive digital learning experiences that integrate innovative technologies, uphold pedagogical excellence, and promote accessibility alongside the responsible use of AI. Partner with academic teams to enhance usability, foster continuous improvement, and drive strategic innovation in digital education.</p>			
<u>Key Responsibilities</u>			
<ol style="list-style-type: none"> 1. Design and deliver holistic digital learning experiences that prioritise accessibility, inclusivity, and learner engagement. 2. Use data and evidence in the creation of impactful digital learning experiences that embeds innovative digital technologies such as AI into course design and delivery. 3. Apply UX design principles to shape intuitive, accessible, and engaging learning experiences that enhance usability and learner satisfaction. 4. Work collaboratively with academic staff and DLX streams to ensure pedagogical integrity and usability. 5. Support usability testing and continuous improvement cycles. 6. Promote awareness of ethical use of AI and emerging technologies in learning environments. 7. Provide guidance on accessibility standards and universal design principles. Contribute to strategic planning for digital learning innovation and adoption. <p>N.B. The above list is not exhaustive.</p>			
All staff are expected to:			
<ul style="list-style-type: none"> • Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy. • Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students. • Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions. • Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role. • Undertake such other duties within the scope of the post as may be requested by your Manager. • Work supportively with colleagues, operating in a collegiate manner at all times. 			
Help maintain a safe working environment by:			
<ul style="list-style-type: none"> • Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand. • Following local codes of safe working practices and the University of Surrey Health and Safety Policy. 			
<u>Elements of the Role</u>			
<u>Planning and Organising</u>			
<p>The post holder is expected to take a pro-active approach to achieve the desired results, provided actions are consistent with the departmental strategy, as well as any guidance provided by the Director of Online and Digital Learning. They will work in a largely independent manner, organising and prioritising their work in response to user requirements to ensure an effective and professional support service.</p>			
<u>Problem Solving and Decision Making</u>			
<p>The post holder is required to deal with complex problems at times, which require the post holder to apply their in-depth knowledge of digital learning experiences and query support/resolutions tools, as well as their judgment to provide solutions to those problems encountered. Where the post holder faces issues/problems which are of a more complex nature or fall outside of the remit of their role, guidance may be sought from the Director of Online and Digital Learning, Digital Learning Ecosystem Manager, IT Services or academic colleagues.</p>			

Continuous Improvement

The post holder is expected to keep abreast of developments internally and externally that relate to the design, development and production of digital learning experiences, to suggest improvements to the service and to advise the Director of Online and Digital Learning or other senior managers where there are specific issues which need to be addressed. They are expected to take a pro-active approach to identifying the ways to address these and to implement them under the in guidance of their line manager, where appropriate. They will also initiate developments in services and procedures working collaboratively with other members of the department.

Accountability

The post holder will play a key role in supporting the Director of Online and Digital Learning working to deliver key strategic objectives. This includes contributing to shaping the department objectives and ensuring they are met.

The post will form part of the overall Directorate of Online and Digital Learning team and as such the post holder will provide input into the objectives of the Department, within the context of the Education Strategy, and will be responsible for ensuring these objectives are adhered to. Team members may be required to provide cover and support for others.

Dimensions of the role

The post holder has no budgetary or supervisory responsibilities.

Supplementary Information

The post holder is expected to deliver digital learning experiences that are intuitive and easy to adopt while minimising barriers to success. Through adaptive design, they will enhance learner engagement and satisfaction, integrating AI-enabled tools to personalise learning and improve efficiency. The role holder will also ensure all materials meet accessibility standards and promote inclusivity, creating a learning environment that supports diverse needs and fosters equitable participation.

Person Specification

Qualifications and Professional Memberships

Degree, HND, NVQ 4 qualified or equivalent in relevant subject/relevant formal training, plus a number of years' experience in similar or related roles.

Or:

Significant vocational experience , demonstrating development through involvement in a series of progressively more demanding relevant work/roles, and the acquisition of appropriate professional or specialist knowledge

E

Technical Competencies (Experience and Knowledge)

**Essential/
Desirable**

**Level
1-3**

Experience in designing inclusive, adaptive digital learning experiences grounded in sound pedagogy and enhanced by emerging technologies such as AI.

E

3

Strong knowledge of instructional design principles and evidence-based pedagogic practices for blended and online learning.

E

2

Expertise in accessibility and usability standards, ensuring compliance and promoting universal design for learning.

E

2

Proven ability to lead and influence digital confidence among staff, delivering CPD and embedding impactful digital practices.

E

2

Experience in planning and managing projects independently, using initiative and sound judgment within strategic guidelines.

E

2

Ability to apply UX design principles to create intuitive and engaging teaching, learning, and assessment experiences.

D

n/a

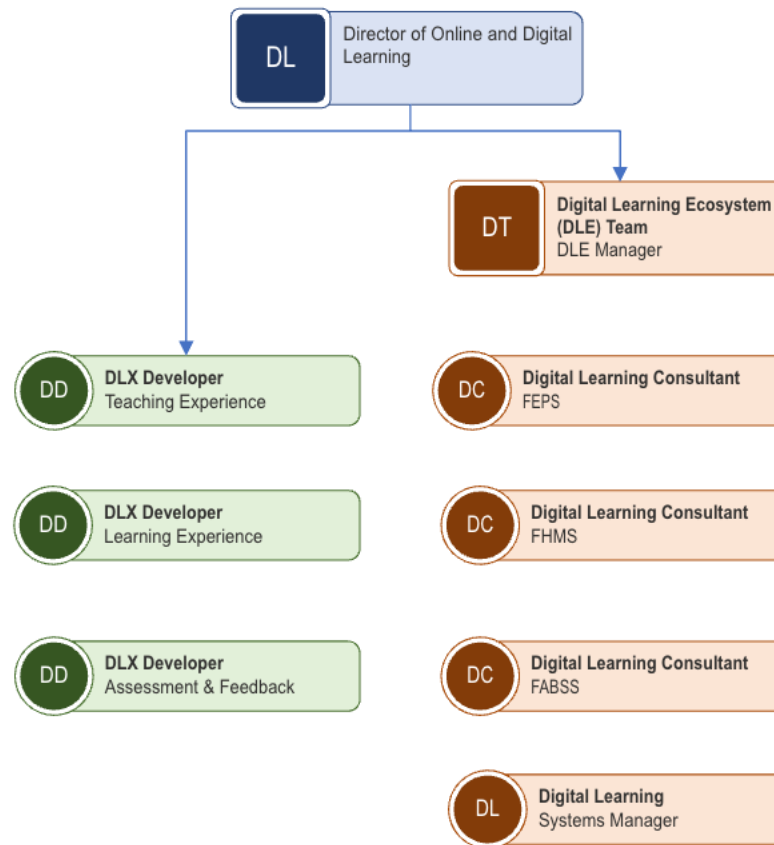
Experience with AI-enabled tools, learning analytics, and data-informed approaches to improve learner outcomes.

D

n/a

Special Requirements:		Essential/ Desirable
Core Competencies This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade.		Level 1-3
Communication Adaptability / Flexibility Customer/Client service and support Planning and Organising Continuous Improvement Problem Solving and Decision-making Skills Managing and Developing Performance Creative and Analytical Thinking Influencing, Persuasion and Negotiation Skills Strategic Thinking & Leadership		3 2 3 3 2 2 2 2 2 2
<p>This Job Purpose reflects the core activities of the post. As the Department/Faculty and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.</p> <p>Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose.</p>		
Organisational/Departmental Information & Key Relationships		
<p><u>Background Information</u></p> <p>The University of Surrey is committed to delivering an outstanding education experience underpinned by innovation, inclusivity, and digital excellence. Our current University Strategy focuses on creating a connected and agile learning environment that empowers staff and students through advanced digital tools and practices. This approach supports the University's vision for a future-ready Surrey Education that embraces diverse learning preferences, fosters engagement, and leverages technology to enrich teaching and learning.</p> <p>Our approach to digital learning prioritises creating flexible, inclusive, and engaging experiences that empower students to learn in ways that suit their needs. We use integrated digital platforms to provide high-quality, interactive resources that go beyond static recordings. These resources include dynamic learning experiences and opportunities for active engagement, all designed to deepen understanding and support authentic learning. This approach ensures that digital learning environment is central to a connected, personalised learning journey.</p> <p>The post-holder will be part of the Directorate of Online and Digital Learning, which comprises a skilled and ambitious team of experts in the field of digital learning who are taking a leading role in shaping the University's plans to enhance the student learning experience through digital transformation. The post holder will work with colleagues from across the University, as well as have significant interactions with students. The post holder will need to demonstrate excellent communication skills, a confident and welcoming manner and the ability to work under pressure as well as having a wide-ranging knowledge of the administration and application of digital learning.</p>		

Department Structure Chart Please highlight the post holder's role by right clicking and selecting format shape, selecting solid fill and 2nd shade of blue in list. Boxes can be added/removed by right-clicking and selecting add shape or cut. Font should be Frutiger LT Std 45 Light (max font size 10).



Relationships This is not an exhaustive list of every relationship the post holder has, but is a brief description of those that play an important part in the post holder successfully carrying out the role. It should identify the significant internal and external relationships and contacts that the post holder has in their job and describe the overall purpose and nature of those relationships (i.e. exchanging information, negotiating, networking, etc.)

Internal

- IT Services colleagues
- Faculty staff and students
- Marketing Content and Creative Team

External

- Agencies and suppliers
- Digital Developers in other universities and organisations