

Information pack for the role of Digital Learning Lead – UX / UI

**WorldSkills UK
September 2025**

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1. Why work for WorldSkills UK

At WorldSkills UK, we have big ambitions to help the next generation, our education system and the economy.

We are working to help create a world-class further education system that tackles vocational snobbery head on, so more young people get better opportunities and are not written off because going to university isn't right for them.

We are working to showcase that the WorldSkills UK way of mainstreaming global best practice is working to drive up standards in training, helping more young people and employers succeed.

We are working to help create a more inclusive skills system that gives more young people from diverse backgrounds a better chance of success in work and life.

We are a unique platform working with leaders in education, business and governments across the UK and our partners across the world.

As an employer ourselves we aim to be truly inclusive, offering a hybrid and collaborative working culture. We pride ourselves on having a flexible approach to our working practices and are happy to discuss flexible working options with suitable candidates.

Join us, if you are ambitious to shape the future of further education, change lives and help create a world-class skills economy for the UK. Because when young people succeed, we all succeed.

2. About WorldSkills UK

WorldSkills UK is a four nations partnership between education, industry and UK governments. It is a world-class skills network acting as a catalyst for:

- raising standards, through international benchmarking and professional development
- championing future skills, through analysis of rapidly changing economic demand
- empowering young people, from all backgrounds, through competitions-based training and careers advocacy.

We are working to help the UK become a 'skills economy', boosting the prestige of technical and professional education by embedding world-class training standards across the UK to help drive investment, jobs and economic growth.

We're a proud member of WorldSkills, a global movement of over 80 countries. WorldSkills supports young people across the world via competitions-based

training, assessment and benchmarking, with members' national teams ultimately testing their ability to achieve world-class standards in the biennial 'skills Olympics'. The insights we gain from training as part of this global network enables us to embed world-class training standards across the UK to help drive investment, jobs and economic growth.

Our vision – what we believe

We believe in the value and prestige of technical education and its potential to empower young people and drive growth.

Our mission – what we want

To embed world-class training standards across the UK to improve the quality of apprenticeships and technical education for the benefit of all young people and business.

Our values

We are driven by excellence

We deliver excellence in UK skills at a global level. Our ambitions for young people are mirrored in the standards we set ourselves. We take pride in our reputation for quality, aim high, and support each other to be the best we can be.

We innovate with purpose

We work at our best in a spirit of joint endeavour and collaboration. We create space to listen, share, challenge, celebrate achievements and learn from setbacks. We create a respectful, dynamic and inclusive environment where colleagues are able to achieve their potential.

We are people-centred and professional

We build positive, collaborative relationships with colleagues as well as stakeholders. We seek to understand each other's priorities, show kindness and respect in our interactions, and to build trust and clarity through honest and open communication.

3. Structure and governance

WorldSkills UK has a dynamic, hardworking staff team of circa 45 supported by a wider network of further technical experts and performance and wellbeing coaches. Our team is structured into four directorates and the Executive Office. Each directorate is led by a director, who together with the Chief of Staff (Company Secretary) and Chief Executive Officer (CEO) form the Senior Leadership Team. WorldSkills UK is a registered charity with a Board of Trustees strategically overseeing its effective operation in conjunction with the CEO to

ensure it meets its charitable objectives. The Board is made up of representatives of further education, skills and industry ensuring that the organisation's activities are firmly representative of the audiences and target groups it serves in its work.

4. Our approach to equity, diversity and inclusion

At WorldSkills UK we value equity, diversity and inclusion and recognise that it is critical to our success.

We are committed to creating an inclusive environment for all who work with us and strongly encourage applications from anyone who meets the specific criteria of the post regardless of age, disability, ethnicity, gender, gender reassignment, marital and civil partnership status, pregnancy, religion or belief or sexual orientation.

As a member of the Disability Confident Scheme, we guarantee interviews to all disabled candidates who meet the minimum criteria for our vacancies and are committed to making reasonable adjustments at all stages of the recruitment process to enable candidates to perform to the best of their ability.



5. About the role

We are looking for a Digital Learning Lead – UX/UI to play a central role in shaping the WorldSkills UK Learning Lab our online platform for educators and trainers across the UK's technical and vocational education sector.

This role is ideal for someone who combines strong UX/UI design skills with a passion for digital learning. You will take ownership of how educators experience the platform, ensuring it is intuitive, engaging and accessible. Working closely with colleagues across WorldSkills UK and with external partners, you will develop new features, improve usability, and make sure the Learning Lab continues to meet the evolving needs of the sector.

The ideal candidate will bring experience of managing digital learning projects and platforms, along with a strong understanding of user-centred design. You will be comfortable working with data and user insights to drive improvements, and confident managing projects, budgets and stakeholders. Just as importantly, you will be a collaborative team player who is adaptable, curious and committed to making a positive impact.

This is a fantastic opportunity to use your digital skills to help shape a platform that supports teachers, trainers and learners, and to contribute to WorldSkills UK's mission of raising standards and boosting the prestige of technical education.

The ideal candidate will be:

- Experienced in managing digital learning projects and platforms, with strong UX/UI design skills.
- Skilled at using user insights and data to improve digital products and ensure accessibility.
- A confident project manager, able to work collaboratively with colleagues and external partners.
- Adaptable, curious and committed to supporting educators, trainers and learners across the UK TVET sector.

Job description

Role: Digital Learning Lead - UX / UI

Directorate: Standards

Team: Quality and Standards

Manager: Senior Quality and Standards Manager

Direct reports: N/A

Role purpose

To lead the design, development, and continual improvement of the organisation's digital learning platform (WorldSkills UK Learning Lab), ensuring it delivers a seamless, engaging, and customer facing experience for educators and trainers across the UK TVET sector.

Key tasks and responsibilities

[Insert key tasks and responsibilities. Most positions will have five to eight major function areas. List them in descending area order of importance. Use clear and concise language; closely related duties should be groups together in one responsibility statement. Avoid gender-based language. Identify major areas of the job with short headings that begin with action verbs. Describe work in terms of desired outcomes].

1. Platform development and management:

- Lead the creation and evolution of the digital platform hosting teaching and learning resources.
- Translate educator needs into functional and visual design requirements.
- Ensure the platform stays ahead of sector trends and technological innovations.
- Oversee the development and maintenance of systems, processes, and compliance with GDPR.

2. User experience (UX) and interface (UI) management:

- Own the end-to-end educator journey from first visit to regular engagement.
- Conduct user testing, feedback interviews, and analytics reviews to inform design decisions.
- Optimise navigation, accessibility, and resource discoverability.
- Make data-driven improvements to navigation, search, filtering, and accessibility.
- Analyse and interpret data and transfer the learning to inform the planning of new projects, activities, products, and services.

3. Digital and creative direction:

- Apply strong design skills to develop intuitive interfaces, layouts, and visual elements.
- Work with graphic designers or produce mock-ups/wireframes directly to contribute to developing products, tools and resources in line with WorldSkills UK's procurement policy.
- Maintain brand consistency while allowing for creative, engaging presentation of content.

4. Customer journey and engagement:

- Map and refine educator and trainer interaction pathways.
- Design features and tools that encourage repeat usage and meaningful engagement.
- Ensure the platform meets accessibility standards and works across devices.
- Map and optimise the educator's journey from discovery to ongoing use of resources.
- Ensure the platform supports different use cases: lesson planning, assessment, CPD, etc.
- Drive engagement and repeat usage by working in collaboration with the Marketing and communications team.
- managing online platform webinar events to deliver successful and high-quality activities with stakeholders internally and externally.

5. Stakeholder and vendor management:

- Collaborate with learning designers, SMEs, and technical partners.
- Ensure platform changes align with the needs of the TVET sector and organisational strategy.
- Manage resources (including staff, agencies, suppliers, volunteers, and partners) effectively so that all project elements are delivered to acceptable standards on time, to budget and meet the required outcomes.
- Take ownership and manage projects and activities, ensuring all deviations from targets (time, money, people, etc.) are identified and addressed at the earliest possible stage.
- Lead the quality assurance process to ensure projects, activities, products, and services are planned and executed to a high standard across all focus areas.
- Oversee the distribution of digital credentials to recognise and reward engagement of learning through the online platform.

6. Team contribution and support

- Support colleagues through clear and inclusive leadership, encouraging accountability and high-quality delivery.

- Contribute to organisational priorities by actively engaging in cross-team projects (e.g., marketing and communications, EDI, and digital strategy).
- Promote a collaborative and high-performance culture, including sharing knowledge of UX/UI, AI, and data-driven approaches.

7. Reporting and budget management

- Manage the WorldSkills UK Learning Lab budget, ensuring spend is planned, monitored, and compliant with financial processes and procurement policies.
- Lead monthly reporting and scorecard updates, analysing performance and identifying risks.

8. General

In addition to the key tasks and responsibilities set out above, all employees at this level are expected to:

- Contribute to the successful delivery of WorldSkills UK's strategic priorities and annual business objectives.
- Promote and comply with WorldSkills UK's Employee Handbook and the policies contained therein with particular reference to those related to Health and Safety and on equity, diversity and inclusion.
- Carry out any other duty as may be reasonably assigned that is consistent with the nature of the job and its level of responsibility. Any significant changes will be made in consultation with the post holder acknowledging experience, education and ability.

Person specification

Key: [E] Essential / [D] Desirable.

Qualifications and experience:

- Experience developing products and services for TVET teachers, trainers and learners in education and/or business [E].
- Experience overseeing and managing digital eLearning content development for TVET teachers, trainers, and learners [E].
- Experience developing and/or managing digital learning platforms and systems (ideally in the publicly funded sector) [E].

Knowledge and skills:

Technical

- Strong UX/UI design skills with a portfolio showing creative and user-centred solutions. [E].
- Proficiency in design tools (e.g., Figma, Adobe XD, Sketch) and familiarity with web accessibility standards. [E].
- Ability to interpret user needs and turn them into visually engaging and functional design interfaces. [E].
- Understanding of learning platform technologies and content management systems. [E].

Tactical

- Excellent communication skills for collaborating with educators, developers, and leadership teams [D].
- Creative mindset with an eye for detail and aesthetics. with the ability to identify, assess, and mitigate issues, dependencies, and risks, ensuring alignment with organisational priorities [E].
- Strong project management skills. Able to develop and manage highly effective relationships and co-ordinate a range of partners and stakeholders both internally and externally to successfully deliver projects to budget and performance targets [E].
- Strong budget management capabilities.

Personal qualities and attributes:

- A creative, technical, and analytical mindset to solve problems [E].
- A strong passion for high standards. [E].
- Very reliable and with a high level of integrity [E].
- Able to work to own initiative with broad direction. [E]
- An enthusiastic team player with a collaborative approach, skilled at motivating themselves and others.

Special circumstances:

- Willing and able to occasionally work outside normal hours, with reasonable notice. [E].
- Willing and able to occasionally travel within the United Kingdom. [E].
- Willing and able to occasionally spend time away from home. [E].

WorldSkills UK is committed to supporting staff with reasonable adjustments to ensure these requirements can be met in a fair and inclusive way.

Summary of terms and conditions

- Fixed term contract, end date April 2027.
- The salary for this role is £40,000 per annum.
- WorldSkills UK offers a maximum employer's contribution to your pension of 6% of your basic salary, on the condition that you make an employee contribution to your pension of at least 3%. You may choose to contribute a higher percentage of your salary to your pension, subject to statutory limits.
- Group Death in Service (Life insurance) 3 x annual salary.
- Health Care Cash plan.
- Normal place of work is Third Floor, 52-54 St John Street, London EC1M 4HF. This role is office based (as above) but with flexible hybrid working. It is expected the postholder will attend the office at least once or twice a week.
- Full time working hours are a minimum of 35 hours per week, normal working hours are 09:00 to 17:00 Monday to Friday although we pride ourselves on having a flexible approach to our working practices and service delivery and are happy to discuss flexible working options, including part time, with suitable candidates.
- 25 days' annual leave [which will increase by one additional day for each completed year of service up to a maximum of 30 days] plus public and bank holidays.
- The post is subject to six months' probationary period with one month's notice during the probationary period and two months thereafter.
- The offer of appointment will be subject to satisfactory references.
- Salaries are paid monthly by direct transfer on or about 21st of the month.

6. How to apply

WorldSkills UK is committed to making appointments on merit by fair and open processes and use a blind recruitment approach. Please ensure that you **submit your application in Word (curriculum vitae and cover letter)** to help us in this process.

Applications should be by email to jobs@worldskillsuk.org and must include:

- A curriculum vitae detailing your full career history **with identifying information removed. Incomplete applications will not be considered.**
- A supporting statement with evidence of your suitability for the role, considering the points listed in the role description and person specification (throughout the recruitment process we will be looking for examples and evidence of your experience, knowledge and skills).
- A separate document containing your contact details and confirmation of your right to work in the UK.

Portfolio submission - as part of your application for the Digital Learning Lead – UX/UI role at WorldSkills UK, you are required to submit a digital

portfolio showcasing your creative work, skills, and professional understanding. **Your portfolio should clearly demonstrate:**

- Your creative practice and concept development
- How you solve problems through analysis and visual research
- The evolution of your ideas, including sketchbook concepts and final outcomes
- Relevant work related to user experience (UX) and user interface (UI) design, particularly within platform environments
- Your understanding of accessibility, end-user needs, and platform engagement

Submission requirement:

- Format: Microsoft PowerPoint or PDF
- Maximum length: 5 slides
- File size limit: 10MB
- Tailor the presentation to reflect a professional, well-organised and user-focused approach
- Please ensure your portfolio is submitted **at the same time as your application** to be considered.

Equity, diversity and inclusion monitoring

As an organisation that is continually striving to ensure it is both diverse and inclusive in all areas of its recruitment and employment processes, we would like to collect some additional details from you. On this basis all applicants are asked to complete an Equity, Diversity and Inclusion Monitoring Questionnaire at [WorldSkills UK Recruitment Diversity Monitoring Questionnaire 2025-26 Survey](#).

This information is classed as sensitive data and you are not obliged to give it to us. You will not be disadvantaged in any way should you choose not to.

The information you supply is not used to process your application, nor does anyone directly responsible for the selection process ever have access to it. The data is pseudonymised and used to understand how best to meet our equity, diversity and inclusivity targets.

Interview process and timeline

It is intended that the interview process will have two stages:

- **Stage 1** – online via MS Teams. The interviews will be held on 14 and 15 October.
- **Stage 2** – in person. Candidates progressing to the second stage will be invited to attend an in-person interview at our office: Third Floor, 52–54 St

John Street, London EC1M 4HF. This stage of the interview process will take place on 22 October 2025.

As part of this stage, candidates will spend 15 minutes working on a task, then present their ideas to the panel, focusing on user experience, engagement, inclusivity, teamwork, and data-driven decisions. Further details will be shared with candidates invited to the second interview in due course.

Reasonable adjustments will be offered to all candidates during the recruitment process. For further information please contact our Senior HR Manager at jobs@worldskillsuk.org.

Application deadline

The deadline for applications is **28 September 2025 at 17:00**.

Please note that late or incomplete applications will not be considered.