

# Transitioning from teaching to instructional design

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Are you considering a career in Instructional Design? If so, you're reading the right eBook to find out what it's all about, and if it's right for you.

At the Digital Learning Institute, our mission is to help people build the skills and confidence to successfully make a career change into Instructional Design. And over the last two years, we've worked with more educators and teachers than any other profession.

Here's why it's been a hugely positive career change for many of these former education professionals who are now working in digital learning / instructional design:

- The average salary is much higher
- The hours are less demanding
- Remote and flexible working are an industry-standard
- There's a wide range of rewarding career progression paths
- There's a huge overlap in skills between teaching, and instructional design for corporate digital learning

The main questions education professionals ask when considering this career change are:

- What skills exactly are needed in instructional design?
- I've never worked in a corporate environment before (and I may lack confidence because of this) – can I overcome this?
- I'm unfamiliar with the digital learning tools and technology that is used in instructional design – can I learn these easily?
- How can I tailor my CV to successfully apply for roles in this space?
- Do I need a portfolio when applying for roles, and how can I build this?

Read on to discover the answer to each of these questions, and find out exactly what a career in digital learning is like, how much you can expect to earn, and how you can successfully make this career change this year.

# A Day in the Life of a Digital Learning Professional

# A Day in the Life of a Digital Learning Professional

Webinar Highlights



A career in digital learning is a rewarding and challenging profession. And if you enjoy learning new technology, collaborating with others, and are passionate about education, it could be a great fit.

One of the best ways to decide whether this career path is right for you is by discovering what a typical day in the life of a digital learning professional looks like. In this webinar, we unpacked what the day-to-day activities, challenges and advantages of a career in digital learning are.

Digital Learning Institute hosted a panel, moderated by their own Eva Kilar-Magdziarz, Course Director, which included four accomplished digital learning professionals:

- Sucheta Dutt, Secondary School Teacher, E-Sgoil
- Adam Greaves, Social Learning Manager, UK Sport
- Scott Taylor, Digital Learning Designer, LEGO Group
- Ben Lowes, Training and Development Coordinator, Brittany Ferries



# A Day in the Life of a Digital Learning Professional

Webinar Highlights



## What Are the Panellists' Current Roles and Career Journeys?

One of the most attractive aspects of a career in digital learning is that there are a variety of career paths you can take. The webinar panellists each have differing educational backgrounds and work in a range of industries, including government, teaching and business.

As a Secondary School Teacher in Scotland, Sucheta Dutt teaches modern studies, history and global citizenship. She works at E-Sgoil, an organisation that provides teaching for all learners across Scotland. Prior to becoming a teacher, Sucheta worked in corporate training, marketing and PR.



Adam is a Social Learning Manager at UK Sport, which is the government agency responsible for supporting the performance and coordination of sport across the UK. Adam has been with UK Sport since 2005 and his current role focuses on helping coaches and athletes develop technically, personally and professionally.

As a Digital Learning Designer at LEGO Group, Scott is responsible for turning physical classroom learning into digital learning. He began his career working as a coordinator at an assessment centre after completing his A-Levels. Scott later moved into L&D; and has been with the LEGO Group for two years.



Ben is a Training and Development Coordinator at Brittany Ferries. In his role, he is responsible for digital training and eLearning development company-wide. With a hospitality background, he began working in the Operations Team at Brittany Ferries around nine years ago before moving into the Training and Development Team.

## What is a Typical Day for a Digital Learning Professional?

Collectively, the panellists agreed that each day in the life of a digital learning professional varies quite dramatically – and requires ‘wearing many different hats’. As much of the work is project based, the type of tasks will largely vary by the stage of the project. Sucheta describes this as ‘putting the jigsaw together’. While there are day-to-day variances, some responsibilities of a digital learning professional are quite universal. Each of the panellists’ roles each include researching, designing content, collaborating with Subject Matter Experts, and managing the learning platforms.

The panellists were also in agreement that they devote much of their time to thinking strategically about how to make the user experience better for learners. This includes considering the purpose, learning objectives and user journey.

As a secondary school teacher, Sucheta’s role includes delivering instruction for much of her week. However, it is also common for many digital learning professionals to only work in the background, and not deliver instruction.

### What to expect in a typical day

The tasks of a digital learning professional vary from one day to the next.

It involves a high amount of collaboration with various stakeholders and SMEs.

A digital learning professional typically works on multiple projects simultaneously.

Some digital learning professionals work just in the background and some also deliver instruction.

## Skills Required for a Career in Digital Learning

One of the most exciting attributes about a career in digital learning is the range of skills required. The panellists each possessed a mix of both people and technical skills – and they all agreed that having a desire to learn is key.



Although technology is an important aspect of digital learning, both Scott and Ben share the opinion that if you are relatively tech-savvy, soft skills will help you succeed more than technical skills, as the platforms can be learned as you go along.

## Top skills required

- Willingness to learn
- Project management
- Problem solving
- Communication
- Stakeholder management
- Curiosity
- Influencing

## Advice for Successfully Transitioning to Digital Learning

The advice from panellists for anyone transitioning into digital learning included developing your knowledge and skills, networking, and deciding which industry and role you would like to go into.

The panellists agreed that it is important to develop your skills through reading, courses, and on-the job learning. But Ben advises to 'not get bogged down', and to first focus on getting good at a few approaches and tools.

The panellists also shared that networking can be highly beneficial if you are looking to transition to digital learning. Scott advises that it is important to 'be brave and network'; and to have conversations with experienced professionals.

A further piece of advice from Sucheta is that it is important to proactively design your career around a content area or industry that you are interested in working in.

## Top tips to transition to digital learning

Aim to get the small things right and look for depth over breadth.

Reach out to experienced professionals and network to learn about the field.

Review job descriptions on LinkedIn to learn about different types of digital learning roles.

## Courses and Training to Advance Your Career

All panellists are former Digital Learning Institute students, and they recommended the accredited diploma course, Professional Diploma in Digital Learning Design. Ben described the course as 'invaluable', and all collectively agreed it can be highly beneficial when either starting out or already working in digital learning.

In addition to a diploma in digital learning, the panellists suggested looking into other types of training and upskilling opportunities as well. Depending on the amount of time you are able to commit, there are a myriad of ways to develop your skills – from short webinars to long-term academic degree programmes.

### Top tips to advance your career

Take an accredited course, such as the Professional Diploma in Digital Learning offered by Digital Learning Institute.

Look for opportunities to upskill, such as through short webinars by LMS providers or training institutes.

## How to Get Colleagues Involved in the Design Process

One common challenge for digital learning professionals is managing stakeholders and getting colleagues engaged in the design process. However, the panel had some insights and advice to overcome these challenges.

A key piece of advice panellists gave was to get stakeholders involved at the beginning of the project. Scott advised that it is important to get them 'on the same page from the start'. Eva added that 'getting [stakeholders] excited and establishing a positive relationship at the beginning' can also be helpful. Further advice from Adam was 'to listen to the aims and outcomes of stakeholders'. And Ben shared that since SMEs may have time restraints, a process can help manage expectations around time commitment.

## Top tips for getting colleagues involved

Engage stakeholders at the beginning of the project rather than at a later stage.

Listen to the aims of colleagues and get buy-in at the start.

Be respectful of SMEs' time and create a process to make the collaboration more efficient.

Establish a positive relationship with stakeholders from the beginning.

## How to Implement Learning Experience Design

An important element of a career in digital learning is designing an engaging and effective learning experience. Some of the advice presented by the panel included using variety to present material, considering the perspective of the learner, and to run through the journey in advance.

Ben advised to 'not throw in the whole kitchen sink' when designing your content. You want to mix up how the content is presented, but to not overdo it, as it may become confusing or overly complicated for the learner.

If you are creating content in a corporate setting, Scott recommended embedding the company values and style into the learning experience. For example, since 'fun' is one of the LEGO Group's values, he tries to incorporate elements of this into the content.

## Tips to optimise learning design experience

Avoid making your content a slideshow or using walls of texts.

Use reflection points to make learning more personally applicable.

Weave the brand values, voice and style into the content.

Imagine the holistic journey and roadmaps of the learners.

For anyone considering a career in digital learning, there is no better source of guidance than from experienced digital learning professionals. Therefore, we would like to thank our panellists for sharing their career journeys and advice.

# Transitioning from Teaching to Instructional Design

## The Great Teacher Resignation

Teaching used to be seen as a respected and rewarding career that offered financial stability. However, a recent poll from the members of the National Education Union (NEU) reveals that 44% of teachers plan to leave the profession by 2027. ([NEU, 2023](#)).

A survey of teachers indicated that nearly 77% have considered leaving their jobs, with 68% citing unmanageable workloads as the primary reason. This has led to increased burnout and financial difficulties among teachers, contributing to a vicious cycle where vacancies are hard to fill, further burdening the remaining staff. ([NFER, 2024](#))

As more teachers leave the profession the issue of workload becomes a vicious cycle. Vacancies are difficult to fill, the teachers who leave are not being replaced, and thus the workload for those remaining increases. Teachers are burnt out and disillusioned, and financially worse off.

In the UK Between 2007 and 2014, there was an 8% real-terms fall in teacher pay levels right across the salary scale. There were small real-term falls of 1% between 2007 and 2010, but even this was much better than the economy as a whole, with average real earnings falling by 3% between 2007 and 2010.

Most of the real-term drop in teacher pay can be accounted for by pay freezes and caps implemented between 2010 and 2014. These large falls mean that between 2007 and 2014, teacher pay fell by 8% in real terms, even larger than the 6.5% economy-wide fall in average earnings over that period. ([Cribb & Sibieta, 2021](#)).

Across Europe, although pay levels vary from country to country, the story of the erosion of the teaching profession in both terms of remuneration and social status is similar. As I write this, inflation in the UK is hitting levels not seen for 40 years, the shortage of teachers is becoming acute, and strike action looms if demands for pay rises to meet inflation are not met. ([The Independent, 2023](#)).




The real question is not why teachers would leave, but with less financial security, more workload, and less social standing- why would they stay?

## What is an Instructional Designer and how does it compare to being a teacher?

Instructional Designers design learning experiences and focus on curriculum design, assessment, and feedback strategies using current educational technologies. As teaching becomes increasingly digital the roles of instructional designer and teacher overlap. Teachers are having to become more familiar with educational technology in order to create digital assets for their students to learn from.

To facilitate effective learning both teachers and Instructional Designers consider: learners' needs and environment, learning objectives, outcomes, and goals, what success looks like for learners, and what skills/knowledge learners need to acquire.

The top transferable skills teachers have for Instructional Design include:

-  Communication and listening skills
-  Ability to problem-solve and lead
-  Ability to distil complex information into bite-sized pieces

"It makes them a powerhouse at the company," [\(Dixon, 2022\)](#).

Along with these abilities teachers are trained in learning theories, and the best teachers already employ a student-centred approach and have good communication and empathy skills.

So, teachers are already acting as informal Instructional Designers, but they may not have realised!

## Why choose Instructional Design?

The growth in digital learning and technology means the demand for instructional designers is beyond anything ever seen before.

Having grown by 72% in 2020, the UK EdTech sector is now valued at an estimated £3.2bn. With COVID-19 acting as an accelerator, technology has proved a vital solution amidst school closures, lockdown measures, and increased digital adoption in both B2B and B2C markets. The UK is starting to punch above its weight, attracting 41% of all EdTech investment in Europe and the growth in demand for technology solutions from schools, universities, students, and teachers. (Wright, 2021)



This is an industry that is booming and offers great opportunities for career progression. We have already touched on some of the transferable skills that teachers would bring to instructional design but just as important is the overlap in the “why” of teaching. People go into teaching because they want to facilitate learning; the reward is helping your students flourish and grow. Instructional design also gives you an opportunity to guide students and help them achieve their educational potential.

She really lights up when talking about how she is using her skills from teaching — organisational, communication, and mediating skills — but now for a different, less stressful role. “I feel like I am doing everything I’ve been trained for,” she says. (Dixon, 2022).

# Transitioning from Teaching to Instructional Design

## How to get started-make an action plan

If you want to work in education in a role where you are appreciated, respected, and well paid, Instructional Design could be for you. It offers great opportunities for career progression and is more flexible than teaching. So how do you get started?

- Look at current roles available.
- Research companies you would like to work for and their ethos.
- Do a skills audit on yourself- enlist help from friends and family if needs be.
- Where can you transfer skills, and where do you need to skill up?



Even if you don't transition to becoming an Instructional Designer, learning more about instructional design will still help your teaching career.

Learning more about instructional design will benefit your teaching practice and benefit you and your students. As the wave of technology has flooded the education system, teachers need to catch up quickly on how to effectively use applications, software, and multimedia files in the classroom. By learning design basics, you will also be able to teach your students how to better communicate key concepts through visual design.



# Average Salaries in Digital Learning Roles

# Average Salaries in Digital Learning Roles


Below are the median salaries for the two of the main roles in digital learning which our courses prepare you for:



Senior Digital Learning Manager  
**£79k per annum**



Instructional Designer  
**£44.5k per annum**



eLearning Developer  
**£37k per annum**



Instructional Designer  
**£37k per annum**

# How to Become an Instructional Designer

If you're considering kicking off a career as an Instructional Designer, there is no better time than now. In fact, instructional design has even been referred to as the '[hottest job in higher education](#)' – and there is good reason for this. The career outlook for Instructional Designers is bright, with demand only expected to increase in the coming years.

There are various other reasons why you should consider an instructional design career. One aspect that makes this an attractive career choice is that it requires such a diverse skill set. So if you have an interest in various disciplines, such as technology, people, communication and learning, a career as an Instructional Designer may be a great fit.

In addition to the variety of skills required for the role, the fact that the field is growing so quickly is another reason why many are drawn to a career as an Instructional Designer. If you're someone who enjoys learning new technologies and taking on new challenges, instructional design could be a rewarding career path for you.

## What does an Instructional Designer do?

Instructional Designers play a pivotal role in shaping learning processes and supporting organisations with meeting their learning and training objectives. They are responsible for designing, developing, managing and evaluating learning curriculum, tools, systems and processes.

One of the core responsibilities of an Instructional Designer is developing new courses and training materials. Therefore, an important part of the job involves goal-setting, researching and planning. This will require drawing on instructional design models and theories in order to create an optimal learning experience.

In addition to researching and planning, Instructional Designers are also responsible for creating and developing learning materials and processes. This involves using various learning techniques and technologies to meet the learning objectives. It will usually also involve collaborating regularly with Subject Matter Experts who advise on curriculum.

A further responsibility of Instructional Designers is managing and evaluating the learning processes and instructional materials. Continuously analysing and optimising these processes and materials to ensure learning objectives are being met is an important element in the role.

In terms of where Instructional Designers typically work, they can be employed in a variety of sectors, including business, government and non-profit. However, the majority of Instructional Designers work in larger companies or in higher education.

## Skills and knowledge required

Instructional Designers need to have a varied skill set and possess knowledge from a range of disciplines. They will typically require some knowledge of learning theories, graphic and UX/UI design, user experience design and cognitive theory. As Instructional Designers use various tools and systems in their roles, they will also need to have working knowledge of the latest educational technologies.

Below is a list of hard and soft skills that can help an Instructional Designer be successful in their role:

A green rectangular box containing a list of skills: Project management, Communication, Collaboration, Research, Teaching skills, Visual design, and Creativity.

- Project management**
- Communication**
- Collaboration**
- Research**
- Teaching skills**
- Visual design**
- Creativity**

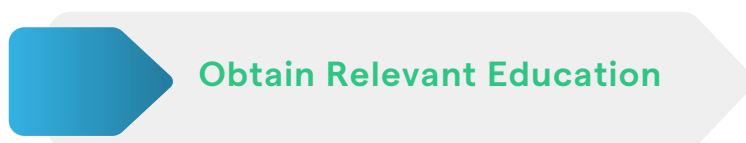
## How to become an Instructional Designer

As instructional design is an emerging discipline, there are various career entry points and pathways. It is also a multidisciplinary field, so Instructional Designers often come from diverse backgrounds and have various specialisations.

For example, one Instructional Designer may have transitioned from teaching, while another may have previously worked as a graphic designer. Many graduates also start off their careers in instructional design as opposed to pivoting from another field.

Because a career in instructional design is accessible to both career starters and changers, it makes the career such an attractive choice for professionals at all levels. However, while there are various entry points, you will still be required to have some fundamental skills and knowledge of instructional design to work in the field.

Below are the typical steps to become an Instructional Designer.

A blue arrow pointing right, containing the text "Obtain Relevant Education" in green.

### Obtain Relevant Education

Some Instructional Designers hold a bachelor's or master's degree in instructional design. However, many will first obtain a university degree in another discipline and then get a professional diploma or certificate in instructional design. And some do not have a university degree at all, but just a professional diploma or certificate.

As there are so many pathways, it is important to choose the education program that fits you. If you are already working and looking to make a career change to instructional design, a part-time certification program may work best for you. However, when choosing a program, it is important to ensure the course is recognised, comprehensive and practical. This way, you are learning the methodologies, theories and practical knowledge you need to succeed in the job.



## Gain Practical Experience

Once you've obtained knowledge of instructional design theory and methodology, you're going to need to acquire real-world experience. Depending on your individual background and professional experience, there will be different pathways to starting a career as an Instructional Designer.

If you are a recent graduate and just starting out your career with no prior work experience, an internship may be the best way to get your foot in the door. However, if you're a career changer with prior transferable skills and experience, you may be able to already obtain either an entry level or intermediate role as an Instructional Designer.

Being able to highlight any transferable skills or experience, such as teaching, technological skills or project management will be highly beneficial when searching for your first instructional design role.



## Keep Learning & Upskilling

With the field evolving so quickly, it is imperative that instructional design professionals continue to learn and upskill throughout their career. Staying up to date on industry trends will ensure that you are ahead of the curve and keep your skills relevant.

One way to stay informed on what's trending in the industry is by following other instructional designers on social media. Another way to keep up your industry knowledge is to get involved with the university department or institute where you received your instructional design training. Educational institutes and universities often hold webinars or send email newsletters that contain information about industry news, thought leadership or job market insights.

## Job outlook and salary

With the advancement of eLearning technology and the increase in online instruction over the past few decades, Instructional Designers have increased in demand. The job outlook for the profession remains positive, with the [U.S. Bureau of Labor Statistics](#) projecting a 2% career growth rate from 2022 to 2032.

The median annual salary for Instructional Designers in the U.S. is \$74,620, or around €69,000 per year. However, depending on the organization, sector, and your individual level of experience, it is possible to earn more. According to the U.S. Bureau of Labor Statistics, the highest 10% of Instructional Designers earn more than \$109,500, or €101,000 per year.

## Final thoughts

Instructional Designers play a critical role in any organisation with a training or learning function. They use their technical, design and pedagogical skills to ensure the instructional content and curricula achieves learning outcomes. And for this reason, Instructional Designers are a valuable asset across various organisations and sectors.

A career in instructional design is in demand, rewarding and continuously evolving. So if you're passionate about learning, technology, innovation and design, a career as an Instructional Designer might just be the perfect fit for you.



# Top CV / Interview Tips for Digital Learning Roles

When applying for digital learning roles, demonstrating to potential employers that you're the right fit for the job is key. However, this isn't always easy. Although you may have all the skills, qualifications and personal attributes to succeed in the role, if you aren't properly showcasing yourself to employers, your suitability for the role may not be evident.

Therefore, if you're applying for jobs in digital learning, you'll want to make sure your CV and interviewing skills are tip top. Although there is currently a high demand for digital learning professionals, organisations are still selective about who they hire. You'll need to not only show you have the skills for the job, but will also fit well within the organisational culture.

If you're on the search for a role within digital learning, this article is for you. We'll cover the top CV and interview tips so that you can land your dream digital learning job.

## Top CV tips

Studies show that recruiters spend an average of seven seconds scanning each CV that candidates submit. As this is the first impression that the company will have of the candidate, they need to ensure they stand out. If your CV doesn't instantly show the recruiter that you're a good fit for the role, there's a good chance it could end up in the bin.



Fortunately, there are some tried and tested methods to ensure your CV stands out among the competition and catches the recruiter's eye. No matter which type or level of digital learning role you are applying for, the below skills will improve your chances of passing the CV screening stage.

## 1. Include transferable skills

Digital learning professionals have an array of different backgrounds, including teaching, graphic design, HR and the list goes on. Oftentimes, these professionals have gained prior skills and experience that can be highly transferable to digital learning roles.

For example, if you previously worked as a teacher, you may possess skills such as curriculum planning, understanding learning objectives, creating activities, and perhaps even using an LMS. These are all skills that can be easily transferred to a digital learning role.

Transferable skills must not only come from past work experience. If you're a recent graduate or career starter, think back to any volunteer work, part-time jobs or projects you worked on during university or a professional course. For example, if you worked part-time at a coffee shop and helped create a training plan for new employees, this could potentially be a transferable skill for digital learning roles.

It's important to think back on your prior experiences and consider whether you developed any skills in other fields that could apply to a digital learning role. Adding these to your CV will make you appear as a strong candidate with a diverse, but applicable skill set.

## 2. Exude confidence

When you're just starting out in your digital learning career, it can sometimes be a challenge to feel confident. After all, you may be unfamiliar with corporate work environments, or concerned that you lack certain skills or knowledge. For example, if you're a teacher transferring to a digital learning role, you may worry that your prior skills and experience from the classroom won't transfer to digital learning. However, while it's normal to feel some self-doubt when starting out or changing careers, there are many reasons to feel confident.

One reason why you can feel confident in your job search is that companies look for digital learning professionals with various backgrounds. For example, many corporate digital learning managers are actively looking for instructional designers and digital learning professionals who have a strong background in education. But they also look for professionals who have transferred from marketing, graphic design or administrative roles as well. This is why it's important to exude confidence and be able to show employers how your background and education will make you an asset.

### 3. Include a link to your portfolio

One of the most effective ways to demonstrate to employers that you are the best fit for the job is not to tell them what you can do – but to show them. Therefore, it's important to make sure you add a link to your portfolio to your CV.

Your portfolio can include any digital learning projects you've worked on, such as multimedia courses you've authored, training videos you've recorded, animated videos you've designed, learning blogs you've written or podcasts you've recorded.

Including your portfolio is one of the best ways to instantly strengthen your CV, showcase your work, and demonstrate that you possess the digital learning skills needed for the job.



## 4. Tailor your CV to the job

Many job seekers believe that finding a job is a 'numbers game'. However, this couldn't be farther from the truth. Although you do need to be consistently applying for suitable jobs, the focus should be more on the quality of your application, rather than the quantity of applications submitted. And one of the best ways to improve the quality of your application is to tailor your CV to the job.

While most job seekers know that they need to tailor their cover letter for each individual application, many use the exact same CV for each job. It is often believed that the CV is a static document of your profile and work history that can't be altered. However, this is actually the wrong approach.

As recruiters only spend a brief amount of time looking at your CV, you'll need to ensure it's tailored to the specific job, and they can see right away that you're the right candidate. One way to do this is to match the wording on the job description to your experience. For example, if a specific digital learning job description focuses on project management and you have project management experience, you should really emphasise this skill on your CV.



A further way to tailor your CV to the job is to use common eLearning terminology. For example, referencing commonly-used models, frameworks and project processes will really show the employer that you possess both practical and theoretical knowledge of digital learning. Frequently used terms such as "instructional design," "eLearning development," and "subject matter expert management" can also help demonstrate your knowledge of the field.

## 5. Pay attention to detail

There is nothing worse than noticing a blatant typo or spelling error after submitting your application for a job. Even a minor error may signal to recruiters that you lack attention to detail or don't care enough about getting the job. So in order to give your CV the best chances of making it past the screening stage, make sure to pay attention to details.

One helpful proofreading tip is to read your CV out loud. By reading the summary section and each bullet point out loud, you are more likely to spot errors or any awkward phrasing. It is also a good idea to have another pair of eyes look over your CV, as sometimes fresh eyes have an easier time spotting typos or mistakes.

However, paying attention to detail doesn't only involve avoiding typos or blatant errors, it also involves showing that you put care into your CV. So put yourself in the shoes of the recruiter and imagine their experience looking at your CV. Is the CV concise? Is it clear? Are there any red flags or confusing aspects?

When it comes to your CV, the devil is in the detail. Even minor details could negatively impact how your application is perceived. Particularly since many digital learning roles require attention to detail when creating learning content, it's important to take the time to dot the i's and cross the t's. It could be the determinant of whether you get a job offer.

## Top interview tips

If you've passed the CV screening stage and have been invited to an interview, this is a big achievement. After all, only an average of 2% of applicants even get invited to an interview. However, you don't want to let off the gas just yet. As organisations often interview multiple candidates for one role, you're going to need to demonstrate why you're the best fit.

When interviewing, the goal is to show the employer that you will be successful in the role, fit in well with the team and overall be a value to the organisation. For many candidates, interviews can be an intensely nerve-wracking experience. However, by applying the below tips, you can go into the interview more confident and prepared.

## Research the organisation

One of the most common interview questions is: What do you know about our company? And if you're asked this question in an interview, you don't want to be caught off guard. After all, employers ask this question for multiple reasons.

They want to know that you are motivated enough to research the organisation in advance, and that you are enthusiastic about the organisation. With this being said, it's imperative to research the organisation ahead of the interview.

You could start by reading through the organisation's website and social media channels. Knowing about their products or services, mission and values is key. However, in order to really stand out, a pro tip is to see if they have been in the news recently, or if they have any CSR activities.

However, informing yourself about the company isn't enough if you don't demonstrate your knowledge during the interview. For example, when asked why you applied, you could mention that the company's environmental initiatives stood out to you. It's important to make sure to use any opportunity to show that you did your homework.

## Use the STAR method

Many interviews nowadays are competency based. Therefore, employers will often ask you to share real-life anecdotes of how you actually approached situations, as opposed to how you would approach them. And for this reason, the STAR method is a candidate's secret weapon.

The STAR method is a technique for answering competency based interview questions. It stands for situation, task, action and result – and it's a framework for how you should formulate your response. The STAR method ensures the candidate answers concisely, effectively and impactfully.

For example, one interview question for a digital learning role could be: Tell me about a time you managed a project. When answering, you could use the STAR method by first providing context on the general situation. Next, you would discuss your specific role in the project and which action you took that made an impact. Finally, you'll share the result of your actions.

Some important things to remember when using the STAR method are to focus on your role, rather than the actions of the team or group. It's also advisable to quantify your results. For example, as opposed to saying, 'we delivered training for many employees', you could say, 'we delivered training for over 200 employees'.

As past behaviour is the best predictor of future behaviour, you may get asked competency based interview questions. And with the STAR method, you can be sure to answer them succinctly and confidently.

## Ask questions

Many candidates have a tendency to view interviews as a type of interrogation. However, effective interviews should actually be a two-way street. They should flow like a conversation, with both the interviewer and interviewee having an opportunity to learn about each other and determine suitability.

Therefore, having questions prepared in advance is key for a successful interview. After all, when an interviewer asks if you have any questions for them, the last thing you want to say is 'no'. However, it can be difficult for candidates to know which questions are appropriate. So a good rule of thumb is to keep the questions job-focused rather than benefits-focused.



For example, you want to avoid any questions about salary or paid-time off. Rather, questions should be focused on the role itself. For digital learning roles, some good questions could be around specific projects, training methodologies, digital learning tools, day-to-day tasks or how performance is measured.



# Top CV / Interview Tips for Digital Learning Roles

It helps to write down around five questions in advance of the interview. In case the interviewer answers your questions before you get a chance to ask, you'll want to come prepared with more than you think you'll need.

## Final thoughts

Searching for a job can be daunting. But fortunately for digital learning professionals, their skills are in high-demand. With L&D and digital transformation being top priorities for many organisations, digital learning professionals have an array of career options.

However, if you are looking for a role within digital learning, this doesn't mean you should rest on your laurels. Because application processes can still be challenging. So for this reason, making sure your CV and interview skills are topnotch is key.



With the above CV and interview tips, you can be sure to shine in the application process and land your dream digital learning job.

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