



**Job Description: Digital Content Developer \_ Freelancing**  
**Location: Gurgaon**

**Summary of the job:**

The position holder will be responsible for digital content creation for all learning platforms, including web based as well as mobile learning, across the organization. The incumbent would also need to ensure that the effectiveness of the learning content is evaluated through a continuous process and further encourage engagement of employees through meaningful learning interventions delivered through these platforms.

**Reporting To:** Head of L&D

**Job Responsibilities:**

- Develop content for digital platforms (including e-learning/mobile learning) that supports learning which is portable, scalable and easily accessible to the remotest employee within the organization.
- Create, edit, develop and publish training content and materials for digital mediums.
- Expertise in Articulate Storyline and good working knowledge of Adobe Captivate and Techsmith Camtasia for the development, correction, and update of content from defined storyboards or change logs.
- In-depth knowledge of SCORM and other learning technology standards.
- Good working knowledge of 2D animation tools like GoAnimate.
- Good working knowledge of Adobe Creative Cloud applications like Photoshop, Animate, Illustrator, Premier Pro, and After Effects.
- Knowledge of how to work with content in the Adobe Connect Platform or equivalent virtual classroom platform.
- Basic knowledge of web technologies (HTML5, Java script, CSS).
- Basic knowledge of Sharepoint from a user perspective.
- Strong e-learning testing/user experience testing experience with good bug finding and documentation skills.
- Work in collaboration with the Functional training teams and content development team to have optimized digital learning agenda for the end users.
- Providing creative and innovative ideas to ensure all learning developed is engaging, appropriate to the audience and meets the business objectives

**Desired Profile:**

- Post Graduate with 5-12 years of experience in content development for digital mediums, including web based and mobile based learning.
- Excellent communication & interpersonal skills.
- Should be proficient with content development tools and designs for soft skills and leadership trainings.
- Experience of formulating training frameworks, training plans and training content.



- Should possess a thorough understanding and knowledge of various LMS platforms & virtual learning environments.
- Should have eye for detail and should be good at multitasking & stakeholder management with ability to prioritize and manage conflicting demands
- Should have worked in a complex, fast paced, multi-site environment

#### **Who should join?**

- A person who is a go getter with proven ability to build and execute strategy
- A person who is keen on working under pressure and can adhere to timelines
- A person who is a confident & experienced trainer / facilitator with experience of a blended approach to learning such as classroom training, e-learning, coaching 1:1 session etc.