Job Profile

Job title	Head of Learning Content (Studio)
Reporting to	Commercial Director
Employer	Anna Freud
Salary	£68,000 FTE per annum, plus 6% contributory pension scheme
Location	Hybrid (a mixture of home/onsite working): working from home and Anna Freud, 4–8 Rodney Street, London N1 9JH, in line with Anna Freud's hybrid working policy. Specific working arrangements will be discussed during the interview process.
Working hours	Part-time (21 hours per week): 3 days per week. Flexible working is possible.
Holidays	27 days plus Bank Holidays FTE
Contract type	Fixed-term, 8 months (maternity cover) – starting in February 2027
DBS level	Standard

About Anna Freud

We are a world-leading mental health charity for children, young people and their families. Our purpose is to take everything that we have learned over the last 70 years, and to transform the mental health of current and future generations of children and young people, to close the gap between mental illness and mental wellness – and to create a more compassionate society for everyone. Our vision is a world where all children and young people are supported effectively to enable them to develop their emotional and mental health, build on their strengths and achieve their goals in life. Our mission is to close the gap in wellbeing and mental health by advancing, translating, delivering, and sharing the best science and practice with everyone who impacts the lives of children, young people and their families.

Purpose and overview of the role

Anna Freud is bringing together different parts of the organisation in a collaborative effort to create and implement a membership offer for mental health professionals, the **Anna Freud Studio**. The Studio will provide accessible, evidence-based content, practical resources and opportunities for professionals to connect and collaborate.

The strategic aims of this initiative include:

- Expanding and developing a market-leading portfolio of accessible, high quality flexible learning content that meets the sector needs in child and adolescent mental health, building on the strengths of our existing mental health training portfolio.
- Establishing a membership model that will offer members a comprehensive, flexible and accessible learning experience capable of building the skills, knowledge and confidence of professionals supporting children and families across diverse settings and communities in the UK and internationally.
- Expanding the capability and capacity of clinical settings, social care, schools and other relevant communities in being able to more effectively help and support children and families through improved understanding, knowledge and skills.
- Creating a high-profile branded offer, establishing the Anna Freud Studio as one of the leading mental health training providers in the UK.

We are looking for a strategic and energetic creative content leader to shape and deliver the learning experience at the heart of our Studio membership offer. This role will lead the development of high-quality, evidence-informed learning content, event and experiences for mental health professionals. The Head of Learning Content is responsible for leading the design, development and delivery of all learning content and community activity within the Studio membership offer. This is a fixed term maternity cover role.

Main responsibilities of the role

Working as a senior leader within the product team, this role will be responsible for bringing together content strategy, learning design and production management to deliver high-quality learning experiences for mental health professionals across the year, including:

Content strategy

- Define and own the Studio content and learning strategy
- Develop a clear content roadmap aligned to product and audience priorities
- Lead content lifecycle management (commissioning, updating, retiring content)
- Contribute to grant writing and securing of future project funding

- Own and manage the rolling Studio content and learning calendar, ensuring a regular cadence of high quality CPD content, live events including webinars, resources and member engagement activity across the subscription year
- Plan and oversee Studio live learning and community activity, including webinars, expert Q&As, masterclasses and peer learning opportunities, ensuring these are well produced, professionally relevant and integrated with the wider content offer
- Monitor delivery risks, dependencies and bottlenecks across the content pipeline, escalating issues and supporting cross organisational problem solving where required
- Work closely with Head of Product to ensure the content offer supports member acquisition, engagement, renewal and retention while remaining evidence informed and mission aligned, contributing to reports to the Exec and Board of Trustees

Learning experience and content development

- Oversee the design and development of high-quality digital learning experiences across multiple formats
- Develop and manage contributor briefs, production schedules and delivery timelines, ensuring that internal and external experts are supported to produce content that is accurate, accessible, timely and aligned with Studio learning priorities.
- Draw on the experience of the Clinical Editor and advisory group to translate material into structured and relevant learning content
- Ensure learning design principles, accessibility and engagement best practice are embedded
- Ensure all Studio learning content is clearly linked to professional learning needs, CPD expectations and practical application in frontline settings, with clear learning outcomes, reflective prompts and resources that support transfer into practice
- Explore and champion new formats and approaches that strengthen participation and community learning

Studio operations and production

- To oversee day to day programme operations, designing and managing end-to-end content production workflows
- Lead the day to day coordination of Studio delivery, bringing together content, clinical/editorial, product, LMS, marketing, customer support and external contributor activity to ensure timely, joined up and high quality delivery for members
- Maintain a clear quality assurance and sign off process for Studio content, ensuring that learning design, accessibility, safeguarding, clinical accuracy, tone of voice, brand and technical requirements are checked before publication.

- Oversee planning, commissioning, review and publishing processes
- Ensure efficient delivery of content on LMS platform and work closely with product and technology teams to optimise delivery systems

Leadership and collaboration

- Line manage and develop the Junior Content Producer (and potentially larger content team as the team expands) working closely with the design team and video production to ensure high-quality outputs
- Build and manage a network of internal and external expert partners and subject matter experts
- Foster a culture of quality, experimentation and continuous improvement

Insight, evaluation and continuous improvement

- To monitor audience uptake and usage in order to inform which content areas should be prioritised, ensuring that the Studio offer feels coherent, accessible, engaging and professionally valuable for frontline practitioners, and that feedback is rapidly translated into improvement
- Use insight and analytics to continuously refine content formats, delivery and structure to improve engagement and member retention

All employee responsibilities

- To maintain an awareness of and actively follow and promote Anna Freud's policies, including Health and Safety, Safeguarding and Information Governance
- To complete all Anna Freud mandatory training, including but not limited to Safeguarding, Health and Safety, Equality and Diversity and Information Governance, within the required timescales
- The welfare of the children, young people and vulnerable adults who come into contact with our services either directly or indirectly is paramount and all staff have a responsibility to ensure that best practice is followed, including compliance with statutory requirements
- To lead by example by demonstrating the values and behaviours in the Anna Freud behavioural framework, making sure both how we work and what we achieve are equally important
- To contribute to a values-led culture, recognising that the behavioural framework is shaped by staff across Anna Freud

To be noted

This is not an exhaustive list of tasks; the employee will be asked to undertake other ad hoc tasks relevant with the scope and purpose of this role. This job description reflects the present requirements of the role, and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post-holder.

Person Specification

Before starting your application, please view the table and further information below in full to understand the role requirements. The key criteria used to assess candidates are listed below. Please refer to the assessment method for which stage the criteria will be assessed. **Please ensure all criteria listed to be assessed at application stage are evidenced in your supporting statement.**

Criteria	Assessment Method (Application/Interview)
Experience and/or knowledge	
Significant experience leading digital content or learning functions, ideally in clinical or evidence-based content environments, with a successful track record of delivery	Application/Interview
Experience leading or managing content production workflow or teams including content calendars, contributor pipelines, production schedules and quality assurance processes.	Interview
Experience of working with professionals from a variety of backgrounds, including clinical, education, local authorities, CCGs, NHS and Charities	Application
Experience working cross-functionally, with product, marketing and technology teams	Application/Interview
Knowledge and experience of managing national or large-scale projects	Application
Experience of developing and implementing user participation in a collaborative and empowering way	Interview
Skills and/or abilities	
Excellent written communication skills, with high attention to detail and consistency	Application
Strong ability to translate complex concepts into clear, accessible and accurate content for professional audiences	Application/Interview
Strong understanding of digital learning formats and engagement principles and learning needs of frontline professionals working with children, young people and families including clinicians and teachers	Application/Interview
Demonstrable data informed approach to improving content and engagement	Interview

During the interview(s), candidates will be asked about our values and equity, diversity and inclusion (EDI). We expect everyone to actively demonstrate our values and inclusive behaviours in all areas of their work. Please read about our values and our commitment to EDI before starting your application.

Equal opportunity

We ask you to share your diversity dimensions with us as it helps us to identify, tackle and prevent any bias appearing across the employee lifecycle at Anna Freud. Monitoring this information allows us to understand how well our efforts to improve diversity, equity and inclusion are working. Your responses will be held securely by our Recruitment team in accordance with our privacy policy and will not be seen by recruiting managers or the interview panel at any stage, therefore your responses do not form part of our selection process. Please read our selection process for what to expect when applying for a role.

Further support

We want to ensure all candidates can access and apply for our vacancies equitably. We aim to provide reasonable adjustments where operationally possible for the work that we do. Please read our application guidance for frequently asked questions. If you require any assistance to apply or would like to find out more about the role, please contact us via recruitment@annafreud.org.

Post-interview

If successful after interviewing, you will be notified verbally with a job offer and pre-employment checks will be initiated.