



## Instructional Designer Position Description

**Job Title:** Instructional Designer  
**Report To:** Director of Curriculum Development & Learning  
**FLSA Status:** Exempt  
**Department:** Professional Development  
**Location:** Tampa, FL

### Summary:

The Instructional Designer will work as an integral part of a collaborative instructional development team responsible for the assessment, design, development, and evaluation of the Association's education and training programs. The incumbent must be able to independently develop entry and advanced level courses using a variety of multimedia technology and authoring tools.

**Essential Duties and Responsibilities** include the following:

Lead the planning, analysis, design, development, deployment and evaluation of learning materials:

- Develop instructional design plans for training programs, including determining project goals, defining objectives, and clarifying content structure within the constraints of the project.
  - Analyze content, target audience, job tasks, and learner environment to identify appropriate instructional strategies and define learning objectives.
  - Gather and analyze input of Subject Matter Experts (SME's) to develop and modify instructional material.
  - Identify user needs, analyze and logically organize complex technical information, and transform complex bodies of information into professionally designed, engaging and effective programs.
  - Create and establish curriculum development and deployment timelines.
  - Work within budgets developed for programs/products.
- Design and develop content that meet the needs of adult learners in a training environment.
  - Develop interactive training materials that include sound instructional design methodology including presentations, instructor and participant guides, classroom activities, practice exercises, and handouts.
  - Develop sound Level 2 assessments for ILT and E-Learning courses.
  - Develop materials using the ADDIE Model
- Conduct reviews of deliverables for instructional quality and soundness.
  - Attend program pilots (Alphas, Betas and preview courses) for developed content.
  - Analyze Level 1 and Level 2 data to determine changes that may be necessary to course content.
- Support the development and continuing education of the Association's Instructor Faculty
  - Conduct train-the-trainer sessions on course/program updates.
  - Address Instructor needs regarding training materials.
- Assist with internal learning management system (LMS) needs
  - Load course content into LMS
  - Assist with Level 1 technical concerns related to course materials
  - Manage user-acceptance testing (UAT) for newly introduced or modified content



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- Serves as a liaison and representative for Association needs, as expected from all members of the Professional Development Department including, but not limited to, the following:
  - Responds promptly to miscellaneous member and nonmember inquiries via telephone, email or other such appropriate methods
  - Maintains awareness of member needs/concerns
  - Addresses needs and concerns either personally or by appropriate referral

### **Performs other duties as assigned**

#### Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### Education/Experience:

- Master's Degree in Instructional Design or related field
- 2 or more years working in an Instructional Design role with responsibility for end to end creation of instructor-led and/or e-learning materials

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- Bachelor's Degree in Instructional Design or related field
- 5 or more years working in an Instructional Designer role with responsibility for end to end creation of instructor-led and or/e-learning materials

#### Preferred, but not required:

- Instructional design experience in the telecommunications/information technology systems services industry
- Experience working with and LMS (uploading SCORM/AICC, testing loaded materials, light troubleshooting of loaded courses)

Bi-lingual a plus

#### Computer Skills:

Thorough knowledge of:

- Articulate Presenter 9 or 13
- Articulate Storyline
- Microsoft Office Suite (Word, Excel, Outlook, PowerPoint)
- Internet Explorer, Mozilla Firefox or Google Chrome
- Adobe Flash
- Adobe Photoshop
- Adobe Illustrator
- Collaboration Software (i.e. Google Docs, Zoho)

#### Math Ability:

- Basic math skills (addition, subtraction, multiplication, division)
- Understanding and interpreting graphs/blueprints



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### **Supervisor Responsibilities:**

None

### **Travel:**

0-5%

### **Work Environment:**

The work environment is a cubical atmosphere, where low to moderate noise or sound will be heard from or made by others sitting around you. It is usually pleasant with minimal loud disturbances.

### **Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is frequently required to sit for extended periods of time while working with computer, phone and written tools. The employee must occasionally lift 25 pounds and carry up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus as well as recognize colors.

### **Competency**

To perform the job successfully, an individual should demonstrate the following competencies:

**Analytical** – Collects and researches data; Uses intuition and experience to compliment data; Designs work flows and procedures.

**Problem Solving** – Identifies and resolves problems in a timely manner; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

**Project Management** – Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

**Customer Service** – Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

**Interpersonal** – Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others ideas and tries new things.

**Oral Communication** – Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Participates in meetings.

**Team Work** – Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit.

**Change Management** – Develops workable implementation plans; Builds commitment and overcomes resistance; Prepares and supports those affected by change; Monitors transition and evaluates results.

**Leadership** – Inspires respect and trust; Accepts feedback from others; Provides vision and inspiration to peers and subordinates; Displays passion and optimism.



## Instructional Designer Position Description

**Quality Management** – Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.

**Business Acumen** – Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

**Cost Consciousness** – Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.

**Organizational Support** – Follows policies and procedures; Completes projects correctly and on time; supports organization's goals and values.

**Strategic Thinking** – Develops and/or strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

**Adaptability** – Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

**Attendance/Punctuality** – Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

**Dependability** – Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments.

**Initiative** – Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

**Innovation** – Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents idea and information in a manner that gets others' attention.

**Judgment** – Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

**Motivation** – Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

**Planning/Organizing** – Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

**Professionalism** – Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration. Positive and professional demeanor.

**Quality** – Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.