

## **INSTRUCTIONAL DESIGNER**

### **BASIC FUNCTION**

Provides instructional design consultation and expertise to stakeholders; explores and initiates technology innovations for online, hybrid, web-enhanced, and related course content and design; develops and provides workshops and training in instructional and student support technologies; designs, maintains, and updates online presence, tutorials, and other digital and print media related to online learning and support for the student experience; participates in operational planning, data analysis, and report writing to support program goals and improvement; identifies and maintains instructional integrity of online and related course development in accordance with College and external standards and practices; and provides first-level support as needed to ensure timely response to users.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from Distance Education management. May provide lead direction to temporary staff and/or student workers.

### **CLASS CHARACTERISTICS**

This classification is responsible for independently providing instructional design expertise and consultation to support the success and usage of web-based and online course material and information. Incumbents regularly work on tasks which are varied and complex, requiring knowledge of instructional methodology and collaborates with faculty to effectively translate in-class instruction to online formats. Assignments are given within general guidelines and work is typically reviewed upon completion for soundness, appropriateness, and conformity to policy and requirements.

### **EXAMPLES OF TYPICAL JOB FUNCTIONS**

1. Collaborates with stakeholders to provide training and professional development in effective instructional design practices, technology integration, and online course delivery.
2. Collaborates with faculty, subject-matter experts, stakeholders, and other instructional designers to support the creation of course resources that reflect established academic standards, meet accessibility requirements, and enhance learner engagement as guided by faculty defined objectives
3. Offers ongoing support to faculty as they implement teaching methods and utilize learning management systems, multimedia resources, and other digital tools effectively.
4. Utilizes varied teaching strategies and equity considerations, including blended and online learning approaches, to assist stakeholders in adapting content to address diverse learning styles.
5. Conducts quality review(s) of course design to ensure alignment with established standards, accessibility guidelines, and best practices for online learning.
6. Stays up to date with the latest trends and advancements in instructional design, educational technology, and online pedagogy; researches educational technologies, digital tools, and learning resources to enhance teaching and learning experiences.
7. Coordinates and consults with colleagues and appropriate resources to assist staff and faculty with Americans with Disabilities Act (ADA) and Section 508 compliance in software and course materials; ensures universal design for learning principles are integrated into course design and materials; reviews course materials for accessibility compliance and provides accessibility support and resources.
8. Communicates progress, challenges, and solutions effectively to relevant faculty, stakeholders, and

- team members; manages multiple projects simultaneously, ensuring deadlines and milestones are met.
9. Performs other related duties as assigned; specific duties not listed does not exclude them for this classification if the work is similar or related.

## **QUALIFICATIONS**

### **Knowledge of:**

1. Principles and practices of instructional design, educational technology, and program design and development.
2. Instructional technology including multi-media, web, and accessibility and universal design principles, theories, and methodology.
3. Theories, methodologies, and best practices in learning theory for developing online instruction and educational technology materials
4. Course design and training methods in online, in-person, hybrid, synchronous and asynchronous formats.
5. Principles, methods, and techniques of designing and presenting training materials and programs.
6. Pertinent federal, state, and local laws, codes, and regulations regarding online instruction, including Section 508, Web Content Accessibility Guidelines (WCAG), and related standards for accessibility related to instructional content creation.
7. Principles, practices, and techniques for working collaboratively with a variety of stakeholders.
8. General office and productivity tools and software programs applicable to the area of assignment.

### **Ability to:**

1. Understand, interpret, and apply administrative policies and procedures as well as pertinent laws, regulations, and ordinances including federal, state, and accreditation regulations and guidelines related to distance education and/or online instruction.
2. Collaborate with faculty and subject matter experts to develop and/or transform instructional content into online, web-based, or alternative learning modalities using best practices in universal design.
3. Provide applicable and effective training to faculty and staff regarding instructional technology and coordinate the development and provision of training on software applications and rich media.
4. Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
5. Assess user needs and provide effective communication and appropriate technical support for instructional applications to both beginning and experienced technology users
6. Demonstrate organizational ability necessary to initiate and manage multiple collaborative instructional technology projects and see them through to timely completion.
7. Adapt to changing technologies and learn functionality of new software, equipment, programs, and systems and related tools as they evolve; independently maintain currency in educational technology, computer programs/software, web design, graphic design, and related tools.
8. Remain current on instructional software and support strategies aligned with faculty established pedagogical practices.
9. Communicate clearly and concisely, both orally and in writing.
10. Research, articulate, and disseminate innovative best practices in teaching, learning, and technology, in all instructional modalities.
11. Demonstrate clear evidence of sensitivity and understanding of the diverse academic, socio-economic disability, and ethnic backgrounds of students, staff, and the community.
12. Use tact, initiative, prudence, and independent judgment within general policy and procedural guidelines.
13. Provide efficient, high-level customer service to the public, vendors, contractors, and District personnel.

**Education and Experience:**

A bachelor's degree from an accredited institution in instructional design, educational or instructional technology, education, or a closely related field and three (3) years of experience supporting instructional design or web-based content development, including providing technical training or user support for online course tools and platforms; or an equivalent combination of education, training, and/or experience.

**Licenses and Certifications:**

None.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This classification primarily works in an office and standing in and walking between work areas is occasionally required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 20 pounds.

The functions of this classification must be performed by the incumbent with or without reasonable accommodations.

**ENVIRONMENTAL CONDITIONS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset individuals in interpreting and enforcing departmental policies and procedures.