



Job Description

Title: Instructional Design Specialist I

Status: Full Time, Exempt

Effective Date: July 1, 2022

JOB SUMMARY:

Under the supervision of GK's Product Development Manager, designs and develops Great Kid's professional development and curricula materials. Develops engaging "Competency Building Products" for new and current customers, utilizing web-based and traditional educational materials to facilitate learners in acquiring knowledge, skills, and competencies in an effective and appealing manner.

PRINCIPLE DUTIES, RESPONSIBILITIES, AND JOB FUNCTIONS:

1. Create engaging learning activities and compelling course content that enhances retention and transfer to practice.
2. Identify target audience's professional development/training needs.
3. Work with subject matter experts on content creation and execution.
4. State instructional end goals and create content that matches them.
5. Visualize instructional graphics, the user interface and the finished product.
6. Conduct instructional research and analysis on learners and contexts.
7. Apply tested instructional design theories, practice, and methods.
8. Provide exercises and activities that enhance the learning process.
9. Create, design, and layout supporting/curricula materials (handouts, manuals, etc.) and media (audio, video, simulations, role plays, games, etc.) to optimize learning.

ADDITIONAL:

1. Manages progress towards Great Kids strategic goals in areas of responsibility.
2. Maintains current knowledge of the field and skills related to subject areas of responsibility
3. Maintains professional documentation in electronic files, per Great Kids procedural guidelines, for all areas of responsibility.
4. Attends and participates in all Great Kids team meetings.

5. Some after-hours and weekend work required to meet project demands or tasks assigned.
6. Able to travel nationally and internationally, as required, to meet job requirements when travel safety restrictions are appropriate. Has all required travel documentation.
7. Provide additional support to meet department needs and perform other duties as assigned.

EDUCATION:

1. BS or MA degree in instructional design, educational technology, educational psychology or similar area

PROFESSIONAL EXPERIENCE:

1. Proven work experience in instructional design and with instructional technology

KNOWLEDGE, SKILLS, AND ABILITIES:

1. Excellent knowledge of learning theories and instructional design models
2. Lesson and curriculum planning skills
3. Basic HTML and Flash programming knowledge
4. Solid knowledge of course development software
5. Experience with and thorough knowledge of Learning Management Systems
6. Visual design and layout skills (Articulate Rise and Storyline 360, Visme, Camtasia, Canva, Adobe InDesign, Photoshop, Illustrator) and ability to storyboard
7. Ability to write effective copy, instructional text, audio scripts/video scripts
8. Skilled in providing leadership; evaluating and analyzing programs and products; setting goals and objectives for areas of responsibility. Able to set priorities and assure completion of multiple tasks.
9. Excellent writing skills, as well as the ability to communicate and collaborate effectively
10. Ability to read and evaluate text for grammatical and typographical error and rephrase written text to ensure document structure and content are consistent
11. Ability to liaise with writers and editors to determine the composition of materials
12. Accurate, thorough, timely, and reliable work performance.
13. Accessible and responsive to the needs and concerns of employees and management; time spent with employees in regular interaction and communication with them (both planned and informal) to develop trusting relationships that cultivate respect for all

employees, positions and the organization; practice of Strength-Based and Solution-Focused communication with co-workers, business contacts and customers; strong team player.

14. Demonstrates professional judgment in responding to potentially sensitive situations for GKI, by assessing a situation from several perspectives, considering various alternatives and choosing the appropriate course of action.
15. Ability to multitask by working on multiple projects, tasks, etc.

POSITION LEVEL: Level 1

At Level 1 status, the employee will demonstrate the ability to respond to problems and show proficiency as per the following criteria:

- The employee can successfully complete tasks as listed in the job description. Help from an expert may be required from time to time, but the employee can usually perform the skills independently,
- The focus on this level is on applying and enhancing knowledge and skills,
- Can apply competencies to situations occasionally while needing minimal guidance to perform successfully,
- Can understand and discuss the application and implications of changes to processes, policies, and procedures, practices, and functions, and
- Assist in the development of reference and resource materials for the team and the organization.

WORKING CONDITIONS:

Virtual office position if candidate resides outside Wausau, WI. Must have access to reliable internet and phone service—a dedicated space, free from distraction and professional in appearance. Must comply with the Remote/Work from Home Policy.

Generally, good working conditions with little or no exposure to extremes in noise, temperature, or health hazards.

PHYSICAL AND MENTAL DEMANDS:

Typically works in an office environment and is a sedentary position with the required ability to sit or frequently stand throughout the day. The position requires the ability to occasionally move around workspaces and the office. This position must constantly operate a computer, phone, and other office productivity equipment. The person in this position frequently communicates with the Leadership, staff, and partners of GK.

Moderate physical efforts that may be required for this position include reaching, stooping, bending, kneeling, and stocking/organizing products, supplies, or training/job-related materials.

GENERAL:

This job description describes the general nature and level of work performed by employees assigned to this position. It does not state or imply that these are the only duties and responsibilities assigned to the job. The employee may be required to perform other job-related duties as requested by their Supervisor. All requirements are subject to change, over time, and to possible modification to reasonably accommodate individuals with a disability.

I hereby certify that I have received, read, understood, and will retain a copy of this job description.

EMPLOYEE:

Print Name: _____

Signature: _____

Date: _____

MANAGER/DIRECTOR

Signature: _____

Title: _____

Date: _____