**Instructional Designer**

**DUTIES AND RESPONSIBILITIES**

List and completely explain the current duties and responsibilities of the position. Consider work performance over a 12-month period. Employees must use their own words to describe duties and responsibilities.

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**Duties and Responsibilities**

*Summary:* Work collaboratively with faculty and staff, of the University in the production of the Teaching Scholar online program. The Teaching Scholars program is an online and mentored professional development program designed to assist WVU faculty members to improve their teaching. The mission of the WVU Teaching Scholar Program is to provide activities and services that help faculty, departments, and programs to achieve their desired level of teaching excellence.

Through collaboration with other team members, design engaging and effective instructional modules. Assist in the development of course materials that are functional, intuitive, informative, and consistent with sound instructional design principles. Develop and provide recommendations for interface design, sequencing of instruction, use of assessments, and design of course materials and activities. Determine instructional effectiveness of course modules that are developed. Contribute to the development and implementation of sound practices to facilitate communications among faculty and students. Continually explore new technologies for potential application to instructional requirements and problems.

**Specifically:**

- Lead, coordinate and/or actively participate on teams assigned to Extended Learning projects (by Extended Learning management) for the design, development and deployment of instructional materials.
- Plan and produce designs for instructional materials.
- Provide instructional design and information architecture services and expertise.
- Ensure the instructional integrity of course development projects through systematic design and clear writing of instructional analyses, narratives and storyboards.
- Assist in assessing the instructional effectiveness of course materials that are produced.
- Provide methods for learning needs analysis to ensure appropriateness of on-line instructional materials.
- Communicate frequently and effectively with various project collaborators to ensure that goals and objectives are being fulfilled.
- Provide consultation to University faculty in the application of instructional design and the use of instructional technology tools in the delivery of instruction.
- Plan, develop and teach faculty development workshops and other activities in areas of instructional design and in the use of specific instructional technology tools to enhance teaching strategies.
- Assists in the development, distribution and enforcement of instructional technology to assist in teaching, learning and assessment.
- Actively participate in the development and/or testing and deployment of eLearning tools.
- Provide periodic formal/informal reports on course development of the Teaching Scholars program.
- Provide advice and counsel to Extended Learning and College of Human Resources management and staff on the strategic, tactical and operational issues associated with the development of instructional technology to achieve their desired level of teaching excellence.
- Monitor faculty dialogue in the online Teaching Scholars program.
- Enroll faculty into the eCampus learning management system to actively participate in the online Teaching Scholars program.
- Represent Extended Learning as assigned by Extended Learning management in meetings, forums, workshops, IT Dialogue, sessions.
- Provide direct supervision to student employees, as assigned.
- Perform other necessary and appropriate tasks as directed by Extended Learning management.
QUALIFICATIONS

Education/Knowledge

1. List the level and type of **minimum** education required to qualify for this position **not** for the incumbent.
   - Master’s Degree in a relevant field is required or equivalent. Three years experience in the design and development of technology-based instructional materials is required.

2. What licenses or certification(s) (e.g. electrician’s license) if any, are **required** for the position? Specifically state the reason for this licensor requirement (supervisor’s preference, state or federal law, etc.).
   - None

3. What specific skills are **required** in order to carry out the duties of the position?

   General:
   - Strong oral and written communication skills.
   - Excellent organizational skills.
   - Commitment to customer service and team-oriented management.
   - Excellent interpersonal skills.
   - Ability to work collaboratively within an academic community.
   - Ability to interpret client needs and produce instructional materials.
   - Ability to manage and meet deadlines.
   - Proven ability to continually adapt and learn new procedures and tools.
   - Effective negotiation skills.
   - Must be enterprising, diplomatic, and proactive at solving problems.
   - Ability to work independently to diagnose and solve difficult problems.
   - Ability to work as lead or member of a (project) team.

   Technical:
   - Comprehensive knowledge of current learning and instructional theories and principles applicable to eLearning.
   - Knowledge of information architecture principles and methods.
   - High level of expertise with tools that facilitate the design of instructional materials (such as storyboards, flow charts, assessments, etc.).
   - Basic familiarity with instructional development tools such as HTML & HTML editors, productivity software (such as word processors, spreadsheets, databases & presentation tools), multi-media (such as graphics, animation, audio, & video) development software, etc.
   - Experience with web-based course management systems (preferably WebCT).
   - Knowledge of emerging technologies applicable to teaching and eLearning.
   - Basic knowledge of streaming audio and video, compression methods, file types, and formats.
   - Familiarity with graphic design elements appropriate for on-line instruction.

Experience

In addition to the knowledge/education, please describe the type and **least** amount of **prior directly related** work experience typically required, if any, for a person coming into this position. Experience listed here is considered as concurrent not cumulative.

<table>
<thead>
<tr>
<th>Type of Experience Needed</th>
<th>Amount of Experience Needed (Months/Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web-based instructional material design, development and deployment</td>
<td>3-4 Years</td>
</tr>
<tr>
<td>Use of course management tools (preferably WebCT products)</td>
<td>1-2 Years</td>
</tr>
<tr>
<td>Leading instructional material development tasks</td>
<td>1-2 Years</td>
</tr>
<tr>
<td>Matching eLearning technologies to instructional goals</td>
<td>1-2 Years</td>
</tr>
<tr>
<td>Designing and presenting workshops</td>
<td>6 Months – 1 Year</td>
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</tbody>
</table>
### ORGANIZATIONAL REPORTING RELATIONSHIPS

- Please attach a flow chart for your entire division and/or department to this form. *Failure to provide this flow chart will result in a delay in the process!*
DISCLAIMER

This description does not state or imply that the duties listed are the only duties to be performed by the position incumbent. Justification for information provided in the PIQ may be requested. Employees are required to follow job-related instructions and perform other job-related activities assigned by their supervisor.

All requirements are subject to possible modification in order to provide a reasonable accommodation to individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves, students, other employees, or the general public.

EMPLOYEE GENERAL COMMENTS

You may add other information which would be important in understanding your job and which has not been covered in other sections of this form.

_____________________________  ___________________________
Employee’s Signature          Date

SUPERVISOR COMMENT SECTION

This portion of the questionnaire is to be completed by the employee’s immediate supervisor. As a supervisor, it is important that you review this questionnaire for accuracy and completeness and note any comments you may have next to the employee’s responses and please initial. The space provided is for general remarks you may have. Remember, this questionnaire is intended solely for the purpose of accurately describing the position and not the person or her/his performance.

_____________________________  ___________________________
Immediate Supervisor’s Signature  Date

MANAGEMENT COMMENT SECTION

This portion of the questionnaire is reserved for comments by the second-level supervisor and other management staff members, where applicable, who indirectly supervise this position through other supervisors. As the next level of management over this position, it is important that you review this questionnaire and note any comments you may have next to the employee’s responses and please initial. The space provided below is for any general remarks you may have. Remember, this questionnaire is intended solely for data purposes of accurately describing the position and not the person or her/his performance.

_____________________________  ___________________________
Second Level Supervisor’s Signature  Date

Revised January 2003