

## Job Description

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| <b>Job Title:</b>      | Online Instructional Designer and Learning Specialist |
| <b>Department:</b>     | Organizational and Human Development                  |
| <b>Reports To:</b>     | Manager, Learning and Development                     |
| <b>Jobs Reporting:</b> | None  |
| <b>Salary Grade:</b>   | USG 9/10  |
| <b>Effective Date:</b> | July 2023   |

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### **Primary Purpose**

Reporting to the Manager, Learning and Development, the Online Instructional Designer and Learning Specialist is responsible for supporting the Organizational and Human Development (OHD) team in creating digital learning experiences that bridge the gap between in-person, blended, and online learning environments. The Online Instructional Designer and Learning Specialist continually researches the current educational methodology to support OHD with best practices in instructional design and adult learning. The Online Instructional Designer and Learning Specialist ensures that content provided by the team is interpreted, shaped, and translated into rich learning and development experiences. They also combine instructional design principles with technical knowledge of e-learning content creation for optimal user experience and accessibility and develops OHD-wide brand standards for program delivery.

The work of OHD has a direct impact on all university departments. The incumbent understands and lives service excellence, working in a manner that builds and maintains strong relationships with all units and stakeholders. Contact with all levels of employee groups occurs daily and requires tact, discretion, and highly developed ability to engage with leaders at all levels, including senior executives in a professional and proficient manner. The incumbent understands the University context and the value that the employee experience has on achieving the university's strategic goals.

### **Key Accountabilities**

#### **Contribute to the Development of Organizational and Human Development Learning Strategies**

- Support University of Waterloo employees in the pursuit of learning and professional development opportunities
- Foster strong, respectful, and supporting relationships with departments, teams and individuals across the university who have a range of backgrounds, experience levels, learning experiences and expertise
- Work collaboratively with subject matter experts, members of the OHD team and the greater Chief Human Resources Officer (CHRO) group to ensure employee learning and development and skills related offerings align to organizational and job specific competencies
- Collaborates internally and externally to stay abreast of shifting priorities and desired collaborations for ongoing programming relevance and improvements
- Partner with other Learning and Development Specialists will identify learning programs and offerings that contribute to employee career and professional development
- Design and deliver a variety of OHD learning and development programs and offerings
- Assess learning and reports on the effectiveness of current programs and offerings in relation to departmental goals and institutional strategic objectives
- Tracks and documents work activity and provide status updates as required.

### **Instructional Design and Content Development**

- Uses expertise in adult learning pedagogy and e-learning principles to consult other Learning and Development Specialists regarding the feasibility and suitability of e-learning development strategies in alignment with OHD's learning objectives and vision
- Determines the appropriate tools for the development and deployment of e-learning content
- Continually monitors research in education and educational technology to inform/refine evidence-based practices related to program design and delivery
- Assists in the development and implementation of assessment strategies to understand OHD's user groups
- Develops and supports long-term, evolving plan for integrating digital media (LMS, website, newsletters, and social media) as learning and development opportunities

### **Online Content Creation and Content Maintenance**

- Uses e-learning tools to author online learning modules that meet the instructional goals as determined by OHD's program objectives and learning outcomes
- Determines accurate development time estimates to Learning and Development Specialists for completion of offering components; contributes to establishing project milestones; reviews and contributes when necessary to authoring of a project plan and online content creation
- Creates prototype mock-ups and revise iteratively to meet content requirements
- Creates and revises iteratively multimedia materials (images, audio, and video) to scaffold e-learning content
- Acts as a system administrator and point of contact for OHD's Learning Management System (LMS), Content Management System (CMS) and online learning
- Conducts proofing, user and accessibility testing of e-learning course content
- Develops and implement assessment strategies into e-learning programs
- Documents content development, content versioning, copyright, and content implementation

### **Support Organizational and Human Development Initiatives**

- Actively participates with OHD team through team meetings, collaborative planning, and communications
- Provides regular project updates to OHD team
- Works collaboratively with OHD Manager to scope work and deliver on accountabilities
- Provides support for the creation of OHD brand elements and maintains ongoing revisions of OHD brand identity
- Contributes to OHD learning events

*\*All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

## **Required Qualifications**

### **Education**

- Master's degree in instructional design, instructional technology, adult education, or a related field with 2 years' experience in a related role; or equivalent combination of education and experience

### **Experience**

- Experience in assessing learning needs and implementing educational technologies into course design and delivery with a focus on instructional design theories and strategies
- Minimum 3 years of multimedia development (including some or all: web design, graphic design, audio and video editing, motion graphics); with portfolio demonstrating a range of projects and applications. Industry experience would be an advantage. Experience developing specifically in an online learning context would be an asset

### **Knowledge/Skills/Abilities**

- Experience applying sound pedagogical design in online learning at the post-secondary level
- Knowledge of adult learning principles and the ability to design e-learning modules for adult learners
- Experience with the effective application of a learning management system and other educational technologies; experience with Brightspace/LEARN and other educational technologies at Waterloo an asset
- Knowledge of e-learning authoring tools (Articulate 360 or Adobe Captivate) and media production tools (Adobe Creative Cloud, Final Cut Pro X, TechSmith Camtasia)
- Knowledge of web technologies and a good understanding of current and emerging technology landscape and issues
- Knowledge of accessibility standards and guidelines, including AODA and WCAG 2.1
- Superior verbal and written communication skills; ability to communicate technical concepts to both technical and non-technical audiences
- Superior organization skills, time management
- Demonstrated superior work ethic, initiative, ability to work independently with occasional direction and attention to detail
- Ability to work collaboratively with team members
- Ability to build relationships and partnerships at all levels of the organization
- Ability to communicate discretely and tactfully, especially when dealing with confidential information and sensitive topics
- Continuous improvement mindset

### **Nature and Scope**

- **Contacts:** Staff across campus, professional and administrative staff in Human Resources and the office of the CHRO, etc., including consulting/research collaborations across the campus community. Facilitates experiences for a variety of audiences including senior leaders, board members, executives and staff.
- **Level of Responsibility:** The position performs specialized work with minimal supervision and provides functional guidance, direction and/or training to other team members. Responsible for meeting project milestones/deadlines.
- **Decision-Making Authority:** Creative and technical direction of a project, day-to-day schedule (The Online Instructional Designer and Learning Specialist must manage their time and prioritize tasks accordingly to effectively meet milestones for concurrent projects)
- **Physical and Sensory Demands:** Minimal demands primarily operating within an office environment. Occasional lifting, carrying, and standing for periods of up to 6 hours
- **Working Environment:** Much of the time is spent sitting in a comfortable position with frequent opportunities to move about. The OHD is a flextime unit and occasional weekend, and evening work may be required. Key attributes of the working environment are flexible in terms of work hours and availability due to the nature of how OHD learning, and development offerings and initiatives are

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structured for delivery; demonstrate creativity and innovation and be a naturally collaborative team oriented individual. Occasional exposure to stressful situations at large OHD events and in learning programs with difficult participants