

Job Description

Job Title:	Instructional Digital Media Developer
Department:	Work-Integrated Learning (WIL) Programs
Reports To:	Senior Manager, Curriculum Development
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	September 2020

Primary Purpose

Reporting to the Senior Manager, Curriculum Development, the Instructional Digital Media Developer – aka the Developer – is responsible for creating multimedia learning materials, interactions, and interfaces for online WIL Programs is interpreted, shaped, and translated into multimedia in such a way as to provide an effective online learning experience. The Developer must combine technical knowledge of multimedia authoring tools and techniques with visual design and interaction design skills, and remain current with regards best practices for optimal user experience and web accessibility, to ensure that the use of multimedia is effective for all learners.

Key Accountabilities

Perform all tasks related to the production of CUSTOM online course/courseware projects; Demonstrate competencies with SPECIALIST development tools and techniques; Demonstrate ability to apply deeper understanding of online teaching & learning strategies/paradigms.

Pre-Production

- Provide consultation to Senior Manager regarding feasibility, suitability, and potential development timelines, for the development of custom/specialized multimedia development approaches
- Work with the WIL Training Coordinator to complete environmental scan and cost/benefit analysis of atypical development strategies.
- Create lo-fi prototype mock-ups and revise iteratively to meet WIL Programs requirements;
- Provide WIL Programs team with one-to-one technical training as needed (e.g. audio recording, screen recording, multimedia authoring software).

Production

- Use standard rapid authoring e-learning tools to create multimedia materials that meet the instructional goals;
- Create custom interfaces and delivery platforms (websites) both within and outside of the LMS, using standard and non-standard authoring techniques
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- Develop and apply specialist authoring skills and design knowledge (e.g. advanced programming, video post-production, motion graphics, and illustration);
- Keep informed of, through self-directed study and professional development, and apply deeper understanding of: UX and web accessibility principles beyond WIL Programs -adopted standards; online learning instructional design principles
- Create complex organizational and explanative images and animations addressing difficult concepts from scratch with only minimal guidance from WIL Training Coordinator or Senior Manager

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- Revise multimedia iteratively to incorporate revisions recommended by Senior Manager
- Manipulate existing imagery and create simple to moderately complex organizational and explanative images from scratch;
- Upload and organize content materials in LMS;
- Source multimedia from standard legitimate sources (Preferred stock imagery provider, Wikimedia, etc.);
- Complete copyright records for sourced multimedia;
- Contribute to the acquisition of copyright permissions when necessary and determine with WIL Training Coordinator alternate design strategies if copyright issues are restrictive to use;
- Conduct proofing and testing of multimedia components

Communication/Organization

- Present clear, concise language in all communications (oral, written, technical);
- Contribute to project team discussions
- Meet course development milestones and ensure that individual development projects are completed on time, according to established methods and standards;
- Balance priorities in multiple projects;
- Keep informed of, through self-directed study and professional development, and apply deeper understanding of:
 - new and emerging multimedia authoring tools and techniques;
 - online learning best practices;
 - project management processes;
- Contribute to documentation of course features;
- Provide regular reports regarding project progress/status;
- Provide regular status reports to Senior Manager and escalate issues in a timely manner;
- Contribute to wider department discussions with regards course development technologies/methods.

**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

- Degree or diploma in digital media design/development, interaction design, or related field

Experience

- Minimum 1 year of multimedia development (including some or all of: 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

- Advanced knowledge of digital media authoring tools and production techniques;
- Passion for web technologies and good understanding of current technology landscape and issues; early adopter of leading-edge technologies;
- Superior verbal and written communication skills; ability to communicate technical concepts to both technical and non-technical audiences;

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- Superior organization skills, time management;
- Knowledge of AODA and how to implement WCAG 3.0 guidelines;
- Demonstrated superior work ethic, initiative, ability to work independently with occasional direction; attention to detail;
- Dependability, discretion, a responsible attitude;
- Continuous improvement mindset.
- Understanding of the principles of experiential learning and/or experience with co-operative education an asset.
- Experience with the effective application of a learning management system (LMS) and other e-learning technologies

Nature and Scope

- **Contacts:** Significant internal contacts within WIL Programs, and with faculty. IST/ITMS Production Studio staff, UW Subject Librarians, various copyright holders (Developers may be required to request copyright from third party authors, publishers etc.).
- **Level of Responsibility:** The position performs specialized work with minimal supervision and provides functional guidance, direction and/or training to other production assistants. Responsible for meeting project milestones/deadlines.
- **Decision-Making Authority:** Creative and technical direction of project, day to day schedule (Developers must manage their time and prioritize tasks accordingly to effectively meet milestones for concurrent projects)
- **Physical and Sensory Demands:** There is a frequent need to give close attention to various stimuli such as written material and information given verbally to co-workers. The work is varied. There are deadline pressures, while at the same time there is a demand for thoroughness and accuracy.
- **Working Environment:** Much of the time is spent sitting in a comfortable position with frequent opportunity to move about.