

Content Developer, Instructional Designer - ILG

Department: Leadership, Education, Analysis and Development

Status: Salary/Exempt

Grade: 15

Reports To: Designer, Instructional, LEAD

Contact: Mark.Daniel@ILG.com

Nature of Work

This individual will be responsible for design and develop learning and practicing experiences that address the operational and professional development needs of the organization as they pertain to the business Sales, Marketing, Customer Services, Communications, Orientation, Management, and Performance development initiatives locally or to employees in our offices globally. The goal is to facilitate learners in acquiring knowledge, skills and competencies in an effective and appealing manner using an assortment of authoring software for Video, Audio, image production as well as eLearning development tools.

Must be able to work all shifts including weekends

Duties and Responsibilities

- Create engaging learning activities and compelling course content that enhances retention and transfer
- Analyze and revise existing eLearning content (eLearning, video, audio, simulations, etc.)
- Upload, update and track eLearning content through LEAD University (LMS)
- Track project development for all clients.
- Work with subject matter experts and identify target audience's training needs
- Quickly synthesize and write VAK model course content based on input from subject matter experts, written material, previous training courses, interviews, etc.
- Work with business leaders to determine training needs
- State instructional end goals and create content that matches them
- Define learning objectives for a course and/or curriculum
- Decide on the criteria used to judge learner's performance and develop assessment instruments
- Visualize instructional graphics, the user interface (UI) and the finished product
- Conduct instructional research and analysis on learners and contexts
- Apply tested instructional design theories, practice and methods
- Create supporting material/media (audio, video, simulations, role plays, games etc)
- Keep up to date on learning tools, trends, and ideas
- Contribute to the development of new approaches and solutions to online learning

- Create and maintain templates and components for rapid courseware development

Knowledge, Abilities, and Skills

- Excellent knowledge of learning theories and instructional design models
- Lesson and curriculum planning skills
- Basic HTML, HTML5 and Flash programming knowledge
- Solid knowledge of course development software such as Adobe Captivate, Articulate Storyline 2, Camtasia, Sparkol Animation Whiteboard and at least one Learning Management System (LMS)
- Visual design skills (Dreamweaver, Photoshop, Illustrator) and ability to storyboard
- Ability to write effective copy, instructional text, audio scripts/video scripts
- Must be competent in using software editing tools such as: Motion, Photoshop, Adobe After Effect, Final Cut, Adobe Audition, Adobe Encoder.
- Must be computer literate and be proficient with MS Office Suite and iServices.
- Must be able to interact effectively with employees of all levels. Must possess excellent written verbal communication & presentation skills
- Basic knowledge of Pre and Post production of video for learning development.
- Must be able to be flexible and travel when required

- Must be detail oriented and possess excellent organizational skills
- Must possess a professional demeanor.
- Must possess excellent decision-making and negotiation skills.

Job Requirements

Required:

- Proven working experience in instructional design and with instructional technology
- Excellent knowledge of learning theories and instructional design models
- Basic HTML and Flash programming knowledge
- Solid knowledge of course development software and at least one Learning Management System

Preferred:

- Bachelor's degree in instructional design, educational technology or equivalent
- Certified Professional in Learning and Performance (CPLP) certification
- Demonstrated understanding of instructional design theories and strategies (e.g., SAM, AGILE type design models, and adult learning theory).
- Knowledge and application of performance models preferred.
- Strong communication skills

Physical Requirements

Sitting, standing, walking, manual dexterity (writing, typing, handling), operation of automated equipment (computer).

Print Name

Signature

Date