

Job Description: Instructional Designer

Date Revised: July 3, 2019
Location: Distance Learning

Responsibilities:

This position will primarily support the development and delivery of online courses that are part of the University's undergraduate and graduate degree programs, with an emphasis on multimedia production. The instructional designer will partner with faculty and subject matter experts to design, develop, and maintain online courses. The instructional designer will also be responsible for multimedia development work on various projects including working with faculty to record narration and videos, editing course videos, developing animations, creating custom images, and improving the graphic design of PowerPoints and other materials.

This position will build, evaluate, and review content for academic rigor and authentic assessment to support online classes. The Instructional Designer will create training materials including self-help documents, online tutorials, and other multimedia materials to assist both faculty and students with the use of course management tools and other technologies. In all facets of design, the instructional designer will implement best practices in information architecture, user-experience testing and analysis, user-centered and responsive design, web accessibility standards, and web technology trends.

- Collaborate with subject matter experts to assess instructional needs, establish timelines for project completion, identify desired outcomes, and carry out the ADDIE content development process.
- Provide consultation to faculty and staff in the design and structure of multimedia solutions for active and collaborative, web-based learning.
- Edit and produce content in various formats including text, audio, video and multimedia depending on program and/or course needs.
- Assists in the identification, development and implementation of appropriate technology solutions for distance education and online learning.
- Ensures that all instructional multimedia meets or exceeds web accessibility standards.
- Assists with the development and delivery of face-to-face and online training workshops including producing course materials.
- Researches existing and emerging methods in the areas of instructional design, multimedia development, and accessibility in order to evaluate and assess their applicability to University need.

Education:

Requires a Master's degree plus two years of related experience, or an equivalent combination of education and experience. Degrees in education, design, instructional technology or a related field are strongly preferred.

Required Skills:

The individual must also have experience developing project plans, managing multiple projects, and meeting project deadlines. We are seeking someone who can work independently as well as in a collaborative team environment. Excellent verbal and written communication skills, as well as strong interpersonal skills, are essential.

Computer Skills:

- Proficient in Microsoft Office Suite.
- Confident designing both print and web-based media.
- Skilled with various tools required for both still and motion photo and video editing, including Adobe Premiere and After Effects.
- Knowledge of instructional design software and content authoring tools, such as Camtasia, Captivate, or Articulate, and the Adobe Creative Suite.
- Knowledge of learning management systems, preferably Blackboard Learn.

APPLICATION PROCESS:

Review of applications will begin immediately and continue until the position is filled. Send cover letter, resume and 3 work-related references to:

**Human Resources
Mercyhurst University
501 East 38th Street
Erie, PA 16546
hrinfo@mercyhurst.edu**

All applicants must be eligible to work in the United States. Mercyhurst University is an Equal Opportunity Employer that encourages members of diverse groups to apply.
