



Classification Description

Job Title: Instructional Designer I

Pay Grade: TC020

Job Code: T024

FLSA Status: Exempt

Job Purpose

The Instructional Designer I performs professional work within the Office of Information Technology and operates within FSW's Learning Technologies Department. This position collaborates with faculty and subject matter experts to design and facilitate the development of high-quality instructional materials for academic, continuing professional education (CPE), and department training courses delivered in the Canvas Learning Management System (LMS). The Instructional Designer I applies research-based pedagogical principles and learning technologies to transform subject matter expert-provided content into engaging course structures, learning materials, learning activities, and assessments that support faculty, staff, and students.

General Responsibilities

Essential Functions

Designs and produces online course content including interactive elements, multimedia, original graphics, engaging activities, assignment objectives, test banks, and assessments using various educational technology tools.

Promotes instructional design best practices when working with faculty in the development of online, blended, and face-to-face courses and course materials. Recommends and implements strategies and appropriate technologies for traditional and non-traditional learners.

Utilizes department-approved course templates to create and maintain master courses in the Canvas LMS, and archives course resources on division servers using established guidelines.

Troubleshoots issues related to instructional design and the Canvas LMS. Designs and implements support materials for Canvas LMS users.

Creates, leads, or facilitates workshops, webinars, and other Learning Technologies initiatives related to instructional design best practices, Canvas LMS, and online pedagogy.

Complies with and remains current with ADA regulations (Section 508, WCAG), Copyright, Creative Commons, Fair Use, and the TEACH Act for online and blended learning environments.

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Uses Quality Matters (QM) standards when developing and maintaining online courses and common course templates; completes the Applying the QM Rubric (APPQMR) workshop and obtains QM APPQMR certification; works toward achieving the QM Role of Peer Reviewer; adheres to the Online Course Quality Assurance Plan; and conducts course quality reviews, audits, and internal reviews using the QM rubric and other established measures to provide feedback and ensure FSW's online course quality standards are met prior to course release.

Remains current with instructional design related to online learning, emerging technologies, and pedagogy by participating in professional development activities.

Performs other departmental duties and responsibilities, as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree from a regionally accredited institution of higher education.

One (1) year of full-time related work experience in higher education or instructional design.

Possess a strong background in curriculum and course development, distance learning technologies, and learning management systems.

Knowledge of ADA compliance and other legal guidelines related to online learning.

Experience with a variety of operating systems, applications, and multimedia applications.

Demonstrated experience using a personal computer, office software such as MS Office and electronic mail.

Demonstrated ability to:

- Fluently use software such as Adobe Creative Suite, Camtasia, Articulate 360, and Respondus.
- Provide instructional design expertise and pedagogical strategy in the development of online course content.
- Research and advise in both current practices and emerging trends in distance education.
- Comply with Copyright laws and Creative Commons attributions in relation to online courses and course materials.
- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.

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- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Take initiative and independently plan, organize, coordinate, and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail-oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance, and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, and walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: March 10, 2022. Revised: March 28, 2023; October 23, 2023; and February 24, 2026.