Classification Description

Job Title: Instructional Designer III	**Pay Grade:** TC070
Job Code: T043	**FLSA Status:** Exempt

Job Purpose

The Instructional Designer III position 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 III 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

In collaboration with the Director of Learning Technologies, serves as a liaison to each academic School regarding the development and implementation of new online courses, and is the primary contact for faculty developers.

May serve as an alternate project manager on course development projects. Monitors and updates project status and ensures that steps in the project plan are completed according to the project schedule and completion date.

Champions advancement in instructional design to drive student success through effective assessments, engaging learning activities, consistent navigation, and support. Uses data and feedback to improve design.

Researches and recommends new technologies for use by faculty and students to improve learning.

Participates in College-wide committees, learning communities, or forums related to instructional technology and online course design.

Consults with faculty on optimal use of technologies in online, blended, and campus-based learning environments.

INSTRUCTIONAL DESIGNER III

Ensures ADA compliance and adherence to copyright laws related to all educational materials in courses. Provides training and guidance to ensure understanding and compliance within department staff.

Creates, maintains, and distributes department-approved master course templates and course development shells in the Canvas LMS, and archives course resources on division servers using established guidelines.

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.

Uses Quality Matters (QM) standards when developing and maintaining online courses and common course templates; 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.

Provides job-related training/mentoring/guidance to department staff, student assistants, and interns.

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

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

Performs other duties 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 in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

Specialized Support Area Functions – May support one or a combination of the following areas:

Quality Assurance

Implements the Online Course Quality Assurance Plan in collaboration with the Director, Learning Technologies.

INSTRUCTIONAL DESIGNER III

Serves as FSW's Quality Matters Coordinator. Approves and manages registration of faculty and staff in Quality Matters professional development sessions. Maintains accurate records of FSW faculty and staff that hold certifications to serve in Quality Matters roles.

Manages and coordinates peer reviews of online and blended courses using the Quality Matters Course Review Management System. Identifies and recruits eligible QM course reviewers, and collaborates with faculty course developers and instructional designers throughout the application and revision process. Ensures accurate records in the QM Course Review Management System.

Evaluates course review data using Quality Matters reports to ensure that FSW Online courses consistently meet expected standards.

Responsible for submitting and tracking faculty stipends related to peer reviews and Quality Matters course certification.

Knowledge, Skills, and Abilities

Minimum Qualifications

Bachelor's degree from a regionally accredited institution of higher learning and Industry Certification in Instructional Design or eighteen (18) graduate credits.

Ten (10) years of full-time related professional work experience in higher education, with at least six (6) years of experience in instructional design.

Must have Quality Matters APPQMR Certification, hold a Quality Matters Peer Reviewer role, and a Quality Matters Facilitator OR Coordinator role.

Fluent in use of the College's Learning Management System.

Demonstrated ability to:
- Work in a student-centered environment with a focus on instructional technology and course design.
- Design and develop online courses.
- Develop multi-media using a variety of software applications.
- Use knowledge of diverse instructional design theories and practices, and learning and teaching styles.
- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- 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.

INSTRUCTIONAL DESIGNER III

- 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.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.
- Use a personal computer, office software such as MS Office and electronic mail.

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 collaborate 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, 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: April 15, 2023. Revised October 23, 2023; and February 25, 2026.