

## Alameda County Office of Education

### Job Description

**JOB TITLE:** Instructional Designer (Range 23, CSEA)

**JOB SUMMARY:**

Under the general supervision of the Director of Technology Support Services, this position designs, develops, and administers course offerings for e-learning and/or blended learning products, in addition to, designing and developing material for various uses through working closely with subject matter experts within ACOE and with ACOE clients (e.g., school district personnel).

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Researches and recommends tool(s) to create and deliver training content in an e-learning environment.

Provides user support to e-learning students where applicable.

Schedules and coordinates course material design and development activities of clients, subject matter experts, and reviewers as a collaborative effort, acting as both project leader and liaison between ACOE departments and outside clients.

Plans, develops, and maintains project documentation, such as storyboards and scripts, for both current and planned projects, for needs analyses, task analyses, and course designs.

Presents blended and online training to internal and external clients as necessary.

Solicits client feedback and develops training analytics to determine effectiveness of course materials, development tools, delivery methods, and post training performance.

Plans and designs graphics, when required, for use in a web-based environment.

Leads and participates in user acceptance testing where applicable..

Serves as a resource to other departments for e-learning and/or blended learning products.

Designs and develops traditional course offerings into e-learning and/or blended learning products, ensuring that instructional design is in compliance with industry standards.

Designs and administers needs analyses, performance-based assessment tools, and standardized testing products.

Creates, edits, and reviews instructional content.

Identifies and contacts possible collaborators, both internal and external.

Perform related duties as required.

**QUALIFICATIONS** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **ABILITY TO**

Performs needs analysis, task analysis, learner analysis, and performance gap analysis.  
Develop and classify learning objectives and determine appropriate instructional interventions based on desired outcomes to ensure transfer of knowledge and skills.  
Utilize various instructional design methodologies in the design and development of materials.  
Create formative and summative evaluations, user-testing, and assessments.  
Create learning objectives; assess outcomes.  
Assess and select appropriate forms of media for various client goals and objectives.  
Establish project scope and goals; prepare project management documentation.  
Prepare reports, business correspondence, and procedure manuals.  
Use common web development software with acceptable proficiency (e.g. Flash and Dreamweaver)..  
Use common graphics preparation software (e.g. Fireworks or Photoshop).  
Facilitate needs assessment meetings.  
Prioritize and schedule work (own and others).  
Establish and maintain effective departmental and client relationships.  
Communicate clearly (both written and oral).  
Effectively use presentation software and hardware.  
Develop usability testing plans and conduct said testing.  
Effectively manage competing objectives amongst a diverse clientele.  
Plan, coordinate, and document projects.  
Design and maintain database records, where applicable.  
Represent the department at meetings.  
Establish and meet schedules and timelines.  
Effectively utilize problem-solving and crisis management skills.  
Work as an effective member of a team both as leader and member.  
Ability to speak effectively with individuals and before groups.

### **KNOWLEDGE OF**

Adult learning theory; cognitive load theory.  
Information architecture, interface design, interaction design, usability issues, and user-centered design.  
Roles and practices used in software development and instructional design.  
Graphic design theory; page and screen layout.  
Understanding of differences between traditional, strategic, and rapid e-learning models.  
Application of learning theories to instructional design (e.g. behavioral, cognitive, and constructivist)  
Best practices in the use of rich media in learning environments.  
Project management fundamentals.  
Copywriting for online delivery.  
Best practices for the design and delivery of web-based instruction.  
Creative Commons licensing.  
Video production and post production.  
Technical writing.  
Effective interpersonal skills.  
SCORM and AICC course material design standards.

## **EDUCATION and/or EXPERIENCE**

Bachelors degree required, advanced degree in Educational Technology and/or Instructional Design or equivalent highly desirable; and a total of three (3) years instructional design/production work experience; or an equivalent combination of education and experience. Specific experience must include a minimum of:

- Two (2) years of instructional design experience with demonstrable product.
- One (1) year of Flash application development and project management.

**Additional Desirable Qualifications:** Knowledge of other web and multimedia technologies such as XML, DHTML, Real Media, Quick Time, Flash, and Dreamweaver, or equivalent software; experience in K-12 educational environment.

## **CERTIFICATES, LICENSES, REGISTRATIONS**

California Drivers License

## **LANGUAGE SKILLS**

Ability to read, analyze, and interpret general professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of professionals and officials.

## **MATHEMATICAL SKILLS**

Ability to work with mathematical concepts as they apply to systems analysis and design.

## **REASONING ABILITY**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions in written, oral, diagram, or schedule form as presented by subject matter experts.

**PHYSICAL DEMANDS** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to sit and use hands to finger, handle, or feel. The employee is occasionally required to stand, walk, and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus.

**WORK ENVIRONMENT** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee regularly works in inside environmental conditions. The employee frequently works with a video display terminal for prolonged periods. The employee may be required to drive a vehicle in the course of employment. The noise level in the work environment is usually moderate.

**Approved By: Personnel Commission**  
**Approved Date: January 15, 2009**