

JOB DESCRIPTION

Vacancy reference:	SRF34865
Post Title:	Instructional Designer
Grade:	6
School/Department:	Henley Business School
Reports to:	Lead Instructional Designer
Responsible for:	N/A

Purpose

This role is intended to ensure that Henley Business School can fully realise its educational objectives, focussing on a blended learning approach for an audience of busy professionals and mature students. This will be achieved through the application of best practice in instructional design and adult learning theory.

Working with faculty, the post holder will be responsible for embedding an effective blended learning experience that allows us to realise in full our academic vision. The post holder will be required to integrate, and where necessary produce, high quality blended learning materials that are engaging, creative, innovative and pedagogically sound to provide a coherent experience across the programme.

The post holder will also be required to follow appropriate systems for quality assurance of the programme and will run training events for staff.

Main duties and responsibilities

- You will be responsible for the planning, preparation, design/curation, production, implementation and evaluation of digital learning materials across a variety of programmes within the Business School, using our VLEs (Canvas and Blackboard) and a variety of tools.
- You will work closely with the Lead Instructional Designer on each project.
- You will ensure on timely delivery of content to the Lead Instructional Designer per the project schedule.

Module development

- Work effectively with faculty to create compelling and engaging digital learning modules using storyboards.
- Using raw content provided by academics, prepare, transform and script content into storyboards and asset templates ensuring it meets the latest accessibility and editorial standards.
- Ensure that the content meets the desired learning objectives for the course and that it is aligned with sound pedagogical best practices.
- Work with faculty to identify and incorporate learning resources from appropriate sources or to produce (design, author, and edit) them where appropriate.
- Work with faculty to analyse learning aims and objectives at programme and module level and ensure coherence across the programme.

- Integrate, and produce high quality digital learning materials that are engaging, creative, innovative and pedagogically sound to provide a coherent experience across the programme.

Editorial and quality assurance

- To maintain and enforce any Business School instructional design guidance and templates.
- Review scripted content for consistency, accuracy and quality both in the storyboard and in the learning environment.
- Be responsible for quality and consistency across the programme.

Project management

- To work effectively with the project team to ensure timely delivery of programmes.
- To maintain project documentation as appropriate.
- Effectively communicate the project status to Lead Instructional Designer/Project Manager as appropriate.

General support and training

- To work toward a joint understanding between faculty and those involved in the design, implementation, and evaluation of the School VLEs (Blackboard and Canvas) and other systems.
- To support staff involved in digital learning so they can use technology effectively.
- To remain current in industry trends and related technology in order to innovate and implement leading-edge methodologies using industry benchmarks.
- To attend training sessions as needed to learn how to use new tools/technology effectively.

Other

- To follow established processes for the design of digital online programmes.
- To participate in project kick-off meetings and other general meetings as required.
- To undertake any other activities as directed by the Lead Instructional Designer as required.

Supervision received

- The post holder will report to and work closely with the Lead Instructional Designer, who will provide guidance on instructional and learning design methods and technologies.

Contact

- The post holder will have regular contact with the staff within Henley Business School.

Terms and conditions

This is a full time post, fixed term for 2 years, which requires you to work at both the Whiteknights (Reading) and Greenlands (Henley-on-Thames) campuses. There are no formal hours and you will be expected to undertake the hours necessary to fulfil the role.

This document outlines the duties required for the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

Date prepared: March 2021

PERSON SPECIFICATION

Job Title	School/Department
Instructional Designer	Henley Business School

Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Demonstrate ability to communicate effectively in a visual, oral, and written format. • Advanced writing and editing skills in English. • Be proficient in multimedia design and development. • Demonstrate ability to design and develop original, engaging and interactive digital learning content using a variety of tools. • Demonstrate ability to successfully implement a variety of digital learning techniques. • Ability to manage and support change, and to foster a team-based approach. • Excellent attention to detail. • Ability to write and transform content for adult learners in an online environment to structured style guides. • Be familiar with the latest WCAG accessibility standards. • Experience with Microsoft Word, Outlook, PowerPoint, Excel, • Experience using a variety of authoring tools, and virtual learning environments. 	<ul style="list-style-type: none"> • Experience in the use of the following is desirable: <ul style="list-style-type: none"> ○ Canvas VLE ○ Articulate 360 (Intermediate) ○ DesignPlus for Canvas ○ Camtasia (or similar) ○ Video recording and editing using appropriate software
Attainment	<ul style="list-style-type: none"> • Degree educated or equivalent. 	<ul style="list-style-type: none"> • Qualifications in instructional/curriculum design, particularly for blended learning.

Knowledge	<ul style="list-style-type: none"> • Experience with professional competencies for instructional design. • Experience with e-learning and distance learning pedagogy and principles, and pedagogical/adult learning theory. 	<ul style="list-style-type: none"> • Understanding key issues and trends in business education
Relevant Experience	<ul style="list-style-type: none"> • Project Management experience. • 1+ years' experience in designing, producing and delivering digital learning material for adult learners within a corporate environment. • Experience in writing content for adult online learners. 	<ul style="list-style-type: none"> • Acting in change agency or change leadership role • Experience in facilitating training sessions. • Experience in designing and delivering digital learning material within Higher Education/Further Education.
Disposition	<ul style="list-style-type: none"> • Team player, able to work with varied faculty and professional staff across the Business School. • Creative mind set, able to provide innovative solutions to problems. • A positive orientation toward change. • A diplomatic and consensual approach to problem-resolution and change. • Work independently, managing own time, prioritising effectively and making decisions confidently, quickly and thoughtfully. • Ability to use own initiative and develop good working relationships. • Enthusiastic and efficient with a proactive attitude. 	
Other	<ul style="list-style-type: none"> • Ability to commute between the two campuses. • Undertake any training/development as required. 	

Completed by: Lee-Ann Rule

Date: March 2021