



The Western Pacific University

POSITION DESCRIPTION

SENIOR INSTRUCTIONAL DESIGNER

OFFICE/DIVISION: Office of the Vice President, Academic Affairs

POSITION TITLE: Senior Instructional Designer

POSITION NUMBER: WPUVL003

POSITION CLASSIFICATION: Academic/Administration/U3.1

JOB LOCATION: Ialibu, Western Pacific University

ORGANISATIONAL RELATIONSHIP:

Reports to: Director, Virtual Learning

Supervises: Instructional Designer

JOB PURPOSE:

The Senior Instructional Designer will lead the learning content and activity design and the development of materials as required by each project and will play a vital role in ensuring the development of content is relevant to the learning cohort, high quality and developed within the required timeline and the scope of the project. The Senior Instructional Designer will develop content in consultation with Lecturers and Content Experts and coordinate work to complete the learning design required by the stakeholders using a variety of methods and tools to deliver effective educational experiences across multiple platforms.

DUTIES AND RESPONSIBILITIES

The Senior Instructional Designer (SID) is responsible for leading and managing the analysis, planning, design, development and implementation of all Virtual Learning initiatives in alignment with strategic and operational goals for course development. The Senior Instructional Designer will lead the effort to create innovative education solutions using sound instructional design methodologies, current technologies and effective project management to meet organizational product development goals.

Instructional Design:

1. Lead the development of instructional materials, such as courses, eLearning modules, and instructor-led training (ILT) programs.
2. Utilize proven instructional design models (e.g., ADDIE, SAM) to create impactful learning experiences.
3. Create detailed storyboards, curriculum, and assessments for learning modules.
4. Ensure content is engaging, interactive, and aligns with the organization's goals and objectives.

Needs Assessment:

1. Conduct comprehensive needs assessments by collaborating with stakeholders, subject matter experts (SMEs), and learners.
2. Analyze data and feedback to identify performance gaps and learning needs.
3. Translate business objectives and learner requirements into clear, measurable training goals.

Project Management:

1. Manage multiple instructional design projects simultaneously while meeting deadlines and quality standards.
2. Work with cross-functional teams to ensure timely delivery of learning materials.
3. Track and report on project milestones and performance metrics.

Technology and Tools:

1. Design and develop eLearning modules using tools like Articulate Storyline, Adobe Captivate, or similar platforms.
2. Integrate multimedia elements (videos, graphics, simulations) to enhance learning experiences.
3. Leverage Learning Management Systems (LMS) to deploy and track training programs.

Collaboration and Stakeholder Engagement:

1. Partner with SMEs, trainers, and other stakeholders to gather content, feedback, and resources.
2. Provide guidance to junior instructional designers or team members as needed.
3. Present design concepts and training plans to management and other stakeholders.

Evaluation and Continuous Improvement:

1. Evaluate the effectiveness of training programs using surveys, assessments, and feedback.
2. Use data to refine and improve learning solutions, ensuring continual alignment with organizational needs.
3. Stay updated on best practices, trends, and emerging technologies in instructional design.

REQUIREMENTS AND QUALIFICATIONS:

1. Bachelor's or Master's degree in Instructional Design, Educational design or E-learning is desirable
2. At least 5 years of experience in instructional design, with a proven track record of designing and developing training programs with elements of open, distance and technology mediated learning.
3. Proficient with eLearning development tools like LMS platforms).
4. Strong project management skills, including the ability to manage multiple projects with competing deadlines.
5. Excellent written, verbal, and presentation skills.