Job Family: Educational Services  
Job Function: Instructional Design  
Category: Supervisory & Management  

Job Summary: Involves designing instructional content for online and hybrid implementation, creating interactive media content, and building content modules in various learning systems and platforms using a variety of software applications in support of academic and professional programs.

Job Level: Manager 1  
Manager 2  
Manager 3  
Manager 4  

Job Title: Instructional Design Manager 1  
Instructional Design Manager 2  
Instructional Design Manager 3  
Instructional Design Manager 4  

Job Code: 5989  
5988  

Tracking Code: A1140  
A1141  

Per. Program: MSP  
MSP  
MSP  
MSP  

FLSA: Exempt  
Exempt  
Exempt  
Exempt  

Generic Scope: Spends the majority of time (50% or more) achieving organizational objectives through the coordinated achievements of subordinate staff. Establishes departmental goals and objectives, functions with autonomy. Manages the accountability and stewardship of human, financial, and often physical resources in compliance with departmental and organizational goals and objectives. Ensures subordinate supervisors and professionals adhere to defined internal controls. Manages systems and procedures to protect departmental assets.

Oversees through subordinate managers a large department or multiple smaller units, OR manages a highly specialized technical function / team. Has significant responsibility to achieve broadly stated goals through subordinate managers. Determines objectives, directs programs, develops strategies and policies, manages human, financial, and physical resources, and functions with a high degree of autonomy. Proactively assesses risk to establish systems and procedures to protect organizational assets. Determines strategies for a program with organization-wide impact.

Directs through subordinate managers multiple large and complex critical programs impacting broad constituencies across major portions of the organization. Identifies objectives, manages very significant human, financial, and physical resources, and functions with an extremely high degree of autonomy. Accountable for formulating and administering policies and programs for major functions. Operational or program results can affect overall organization-wide performance and reputation. Directs through subordinate managers the development of strategic goals and objectives to achieve accountability and stewardship of university resources in a manner consistent with systemwide objectives and initiatives.

Custom Scope: Receives instructional design program assignments in the form of objectives and determines how to use resources to meet schedules and goals. Recommends changes to existing policies and procedures to positively impact effectiveness of online learning systems. Influences organizational leadership on strategic instructional design initiatives.

Manages organization-wide instructional design programs and initiatives. Has a strategic focus on online learning systems issues and trends. Responsible for the deployment of organization funds relating to online learning systems and platforms. Provides high level liaison on instructional design initiatives across the organization.

Develops and implements annual online learning goals and ensures compliance with allocated budget guidelines.

Key Resp 01: Manages and has accountability for all functional, operational and budget operations for unit staff who are involved in the design and development of online courses.

Manages and has accountability for all functional, operational and budget operations for unit staff who are involved in the design and development of online courses.

Maintains integrity of department through management and oversight of staff.

Key Resp 02: Develops individual competencies and facilitates cross-training, as needed.

Develops and implements annual online learning goals and ensures compliance with allocated budget guidelines.

Key Resp 03: Recommends changes to existing design and

Recommends changes to existing policies and
# Job Summary

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## Job Function

Instructional Design

## Category

Supervisory & Management

<table>
<thead>
<tr>
<th>Key Resp 04</th>
<th>Collaborates with technical managers on systems and product requirements to achieve organizational goals.</th>
<th>Anticipates future unit needs, challenges and opportunities, and collaborates with multiple organization constituencies on long range planning.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Resp 05</td>
<td>Recognizes issues and trends that have organizational impact or future implications and advises management appropriately.</td>
<td>Serves as a high level expert on instructional design initiatives across and external to the organization.</td>
</tr>
<tr>
<td>Key Resp 06</td>
<td>Anticipates future needs, challenges, and opportunities, and works in a highly effective and collaborative manner with diverse faculty and leadership teams.</td>
<td>Conducts strategic planning in recognition of issues with potential organization impact or future implications and advises senior management as required.</td>
</tr>
<tr>
<td>Key Resp 07</td>
<td>Establishes and recommends organizational policy.</td>
<td>Strategizes, evaluates and directs implementation of current and new technologies.</td>
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<tr>
<td>Key Resp 08</td>
<td>Selects, develops, and evaluates personnel to ensure the effective and efficient operation of the function.</td>
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</tr>
<tr>
<td>Key Resp 09</td>
<td>Represents the department to the community.</td>
<td></td>
</tr>
<tr>
<td>Key Resp 10</td>
<td>Strategizes and evaluates current and new technologies.</td>
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<td>Key Resp 11</td>
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<td>Key Resp 12</td>
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<td>Key Resp 15</td>
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</tbody>
</table>

## Education 1

Bachelor's degree in related area and / or equivalent experience / training.

## Education 2

Bachelor's degree in related area and / or equivalent experience / training.

## License 1

| License 2 |
| License 3 |
| License 4 |

## Cert 1

| Last Revised: 19 July 2016 |
Job Family | Educational Services
---|---
Job Function | Instructional Design
Category | Supervisory & Management

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Cert 2
Cert 3
Cert 4
Spec Cond 1
Spec Cond 2
Spec Cond 3
Spec Cond 4

KSA 01
Broad understanding of the goals of the university's online education initiatives, including specific goals that directly impact the course design and development team. Thorough understanding of the goals of the university's online education initiatives, including short and long term goals that directly impact the course design and development team.

KSA 02
Broad knowledge of instructional design principles, workplace learning and performance strategies, learning technology systems and multimedia tools, and of team development techniques that ensure delivery of online courses meeting strategic business goals. Thorough knowledge of instructional design principles, workplace learning and performance strategies, learning technology systems and multimedia tools, and of team development techniques that ensure delivery of online courses meeting strategic business goals.

KSA 03
Demonstrated verbal, written and interpersonal communication skills and proven presentation skills representing business competencies to potential faculty and university partners. Excellent verbal, written and interpersonal communication skills and proven presentation skills representing business competencies to potential faculty and university partners. Excellent management skills, including directing and developing staff members and budget control.

KSA 04
Demonstrated management skills, including directing and developing staff members and budget control. Thorough knowledge of organization human resources policies and procedures and thorough knowledge of budget / fiscal processes.

KSA 05
Knowledge of design life cycles. Excellent and highly effective liaison and collaboration skills.

KSA 06
Excellent skills to influence and to translate training and learning language to the business and vice versa. Excellent organizational skills and ability to establish training and development goals and objectives.

KSA 07
Thorough knowledge of and excellent skills in conducting needs assessment and online program design, delivery and evaluation.

KSA 08
Thorough knowledge of design life cycles.

KSA 09
Excellent skills to influence and to translate training and learning language to the business and
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| KSA 10            | vice versa.           |                                                                                                                                                                                                     |
| KSA 11            | vice versa.           |                                                                                                                                                                                                     |
| KSA 12            | vice versa.           |                                                                                                                                                                                                     |
| KSA 13            | vice versa.           |                                                                                                                                                                                                     |
| KSA 14            | vice versa.           |                                                                                                                                                                                                     |
| KSA 15            | vice versa.           |                                                                                                                                                                                                     |
| Environment       | Campus, or other university setting and various external venues. | Campus, or other university setting and various external venues. |
| Career Path 1     | Instructional Design Manager 2 | Career Path open                                                                       |
| Career Path 2     | vice versa.           |                                                                                                                                                                                                     |
| Career Path 3     | vice versa.           |                                                                                                                                                                                                     |
| Career Path 4     | vice versa.           |                                                                                                                                                                                                     |
| Career Path 5     | vice versa.           |                                                                                                                                                                                                     |
| Career Path 6     | vice versa.           |                                                                                                                                                                                                     |