



## Senior Instructional Designer Job Description

**Job Title:** Senior Instructional Designer

**Department:** Operations

**Location:** Hybrid/Washington, DC

**Supervisor:** Director of Global Training

**FLSA Status:** Exempt

To apply for this career opportunity, click here: [\[APPLY\]](#)

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### Summary

The Senior Instructional Designer is responsible for serving the organization as our lead LMS Administration within the WEConnect Academy, leading the design and development of engaging eLearning modules, and working directly and independently with clients to create the scope of learning efforts (in all delivery formats). This encompasses validating needs, conducting need, audience, and task analysis, leading the design and development curricula, deployment and sustainment of all training materials and programs for WEConnect International clients. Uses adult learning theories and concepts, instructional design theory and methods in the creation of content in both asynchronous and synchronous platforms. Responsible for building engaging and impactful learning materials, following the ADDIE model, within the constraints of time and scope. Measure impact of learning initiatives. As a leader, you'll identify new opportunities and innovative ways to create solutions to meet the needs of our learners. Serves as task leader on highly visible, key programs. Communicates project status as required to internal and external customers. Delivers training as required.

### Learning Management System Administrator

- Serves organization as Learning Management System (LMS) Administrator, utilizing Absorb LMS as our platform.
- Manages all learner registrations, records, and reports.
- Identifies, troubleshoots, and resolves problems with course design, LMS configuration, and infrastructure.
- Supports the design, development, testing, selection, implementation, and support of LMS.
- Makes recommendations for improvements to content management, workflow processes and user experience.
- Develops document processes to establish consistent use of LMS.

### Asynchronous Curriculum Developer

- Designs and develops curriculum using multiple asynchronous training modalities (e-learning, micro-learning, blended learning)
- Is responsible for the analysis, design, development of curriculum, and putting the learner at the center of the training experience.

- Uses technical skills, creativity, and experience to come up with new and innovative ideas to develop engaging, interactive, and memorable learning experiences.
- Builds learning content design templates and processes.
- Ensures consistent style, formatting, and branding on all material.
- Leads efforts to utilize e-learning to maximize learning retention as well as system benefits.
- Ensures seamless integration of e-learning technology with instructor led training and other modalities to create an effective learning environment.
- Maintains ongoing knowledge of learning best practices, technologies, and techniques.
- Audits classes and training sessions to ensure appropriate flow of materials and makes corrections, changes, and suggestions (as appropriate).

### **Synchronous Curriculum Instructional Designer**

Utilizes the skills identified in the Asynchronous Curriculum Developer requirements as well as:

- Ability to work in synchronous modalities to meet learning objectives within a variety of learning models, specifically ADDIE.
- Works with SMEs and field directors to capture customer's training needs and advise them on the right solution to help accomplish their mission.
- Uses a variety of methods, skills, creativity, and experience to come up with new and innovative ideas to drive engagement and program goals.
- Continually advance strong user experience design based on the latest adult learning principles.
- Collects and analyzes results using a variety of evaluation methodologies (Kirkpatrick Model) to fine tune training for maximum impact.
- Ensures consistent style, formatting, design standards, and branding on all materials.

**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.

**Education and/or Experience** Master's Degree in Instructional Design or Technology (or related field). A minimum ten years of instructional design or curriculum development experience in a variety of modalities; minimum five years of learning project management; minimum three years of experience working with Learning Management Systems; and minimum five-year experience in using data to evaluate your learning solutions and making recommendations for improvement.

**Instructional Design and Development Skills** Ability to conduct a variety of project analysis (need, audience, task). Ability to write and edit storyboards, audio/video scripts, student and leader materials, and a variety of testing and evaluating methods. Demonstrate best practices in adult learning, user interface design, engagement strategies and multi-modal development techniques. Ability with eLearning authoring tools such as Articulate Storyline/RISE, Adobe Captivate, Vyond, etc. Ability producing multimedia with tools, such as Audacity, Camtasia, Adobe Premier Pro, Adobe Illustrator, Photoshop, etc. Ability to design and deliver stakeholder presentations.



**Reasoning Ability** Demonstrated effectiveness with interpersonal relationships, negotiation, and conflict resolution. Acts with integrity and maintains confidentiality in a professional manner. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.

**Computer Skills** Microsoft 365, SharePoint, Articulate360 Software Suite, SurveyMonkey, Mentimeter, Learning Management Systems.

**Project Management Skills** Advanced project management skills including the ability to work on multiple complex projects, simultaneously.

**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. While performing the duties of this Job, the employee is regularly required to sit. The employee is frequently required to use hands to finger, handle, or feel. The employee is occasionally required to stand; walk; reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds.

**Work Environment** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

**The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor. About WEConnect International**

WEConnect International, a corporate-led global non-profit, helps build sustainable communities by empowering women business owners to succeed in local and global markets. WEConnect International has since 2009 provided business education, certification, and business connections to businesses based outside the United States that are at least 51 percent owned, managed, and controlled by one or more women. WEConnect International corporate members represent over \$1 trillion in annual purchasing power and are true pioneers in inclusive sourcing and global supplier development.

[www.WEConnectInternational.org](http://www.WEConnectInternational.org)

### **Core Values and Culture**

As we continue to grow our impact, WEConnect International will attract and hold accountable members, partners, staff, and stakeholders based on these core values, which help to define our culture, brand, and operational strategies.

- Embrace Diversity and Inclusion to Unleash Potential
- Demonstrate Passion for Women's Economic Empowerment
- Make a Positive Difference in the World
- Deliver Stakeholder Value
- Exemplify Integrity in Everything We Do
- Pursue Teamwork with a Shared Vision and Purpose

WEConnect International is an Equal Opportunity Employer. All aspects of employment will be based on merit, competence, performance, and business needs. We do not discriminate based on race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition,



pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under federal, state, or local law in the United States.

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