I.   **Department:** University Libraries, UM3D

II.   **Position**: Instructional Designer

III. **Classification**: Staff

IV.   **Name of Incumbent**: Vacant

V.   **Position Number**: 0020368

VI.   **Job Purpose**:

Serves as the point of contact for broad learning technologies expertise. Provides knowledge and experience of subject matters. Assists with ensuring day to day operations, policies, procedures, and guidelines are followed in particular areas.

The specific duties, tasks, and responsibilities of this position are subject to change as technology advances and the needs and interests of the University Libraries, and the University of Memphis evolve over time.

VII. **Duties and Responsibilities**

A. Consults with faculty to help them match instructional strategies and available technologies with their student learning outcomes and objectives. Provides instructional material production services to address learning outcomes. Focuses the instructional design process on enhancing student enrollments, course success, program retention, and timely graduation.

B. Analyzes trends in UofM student learning needs and preferences, designs or identifies innovative strategies and technologies to address those trends, conducts pilot projects to test solutions, implements successfully tested solutions with academic units, and evaluates implemented solutions. Provides analysis that addresses the needs of all student demographic communities, including students with disabilities, first generation freshman, adult degree completers, community college transfers, honors students, fully online learners, and military veterans.

C. Develops multiple means of enhancing faulty professional development to enhance multiple instructional delivery formats. Offers such services via face-to-face seminars, webinars, websites, blogs, social media communications, faculty and student communities of practice, and personal consultations.

D. Enhances instructional design procedures, service infrastructure, and tools for partnering with an academic department in the design, development, and delivery of an academic program (major, concentration, or certificate) with integration of appropriate instructional design and technology. Such enhancements require influential leadership from the instructional designer in facilitating a team approach to

course design, involving as appropriate the curriculum expertise of faculty, field experts, elearning training resources of the UM3D Department. The instructional designer respectfully balances the perceived needs of faculty and their curriculum with dynamic pedagogical practice and institutional legal compliance.

E. Works closely with campus faculty to research innovative approaches at the UofM for integrating learning theory, emerging technology, and accessibility (e.g., Universal Design for Learning) with academic instruction in order to address the learning needs of all students, regardless of abilities or disabilities.

F. Assists to ensure that UofM distance learning programs are in compliance with accreditation agencies at the campus, state, regional, and federal levels to enhance quality and legality.

G. Reviews instructional design (ID) professional literature, networks with ID professionals outside the University, participates and prepares academic presentations, and participates in activities necessary to stay informed about trends in instructional design.

H. Other duties as assigned.

VIII.   Direction Received

Reports to the Director of Academic Teaching and Learning Support.

IX.   Minimum Position Qualifications

Master's degree in instructional design or relevant area and two (2) years of higher education instructional design experience. An equivalent combination of education, training, and experience may be substituted for the degree requirement.

X.   Special Conditions

This is a full-time permanent position requiring a 37.5-hour work week. The primary work schedule for this position is 8:00am to 4:30pm or 9:00am – 5:30pm, Monday – Friday. Requires some nights and weekends work. This is an exempt, salaried position.

XI.   Required Knowledge, Skills, abilities, and Characteristics

A. Excellent Communication skills, both written and verbal.
B. Must be able to interact with many levels of University faculty, staff, and students.

XII.   Working Conditions

Technologically oriented academic research library with some similarity to an office environment. Position requires some standing, walking, and reaching. Must be able to lift up to 30 pounds.

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