

## JOB DESCRIPTION

### **TITLE** Instructional Designer - Digital Blended Learning

<b>ROLE</b>	<p>Digital Blended Learning is recognized as a strategically important area of future growth. It involves the creation of a portfolio of Online Courses and other online/blended learning offerings spanning a range of subjects relevant to the study of the Urban &amp; semi-urban, for both domestic audiences.</p> <p>The Instructional Designer – Digital Blended Learning will be responsible for designing and developing compelling learning experiences across all online and offline learning courses. S/he may be asked to enable learning by creating supportive environments that include online community management, promoting collaboration, discussion through social media platforms and teaching experts how to generate and share their own content.</p>
<b>RESPONSIBILITIES</b>	<p><b>Responsibilities would include, but not be limited to, the following:</b></p> <ul style="list-style-type: none"><li>● Working closely with our subject matter experts both internally and externally, to identify learner requirements, define course goals and learning objectives, create course overview documents and draw up course outlines;</li><li>● Creating engaging learning activities in various forms (videos, text, animation, etc.), course content, and interaction and assessment activities that enhance knowledge retention and application, using proven instructional design theories, methodologies, approaches, and formats;</li><li>● Visualizing course flow, user interface, instructional graphics, and the finished product;</li><li>● Conducting primary and secondary research and analysis on learners, contexts, and courses;</li><li>● Creating standards documents;</li><li>● Scripting content for videos and other instructional formats;</li><li>● Reviewing content scripts of other content developers;</li><li>● Creating supporting material/media, in the form of readings, videos, etc.;</li><li>● Working closely with all relevant stakeholders through the online learning course development process to ensure that time, money, and quality levels are met;</li><li>● Supporting marketing outreach activities for both online and off-line learning;</li><li>● Providing support to all the educational and learning activities across all the projects including training, content, research, practice, operations and other activities;</li><li>● Visualize instructional graphics, the user interface and the finished product</li><li>● Continuously evaluate the effectiveness of the content</li><li>● Coordinating with the graphics and development team to ensure zero gap between storyboards and the final product</li></ul>

	<ul style="list-style-type: none"> <li>Facilitate learning with the latest engaging techniques and technology thus creating a 'Learning Culture' in sync with the value of FICE &amp; Edunet Foundation</li> </ul>
<i>LOCATION &amp; TRAVEL</i>	Bangalore
<i>QUALIFICATIONS &amp; EXPERIENCE</i>	<ol style="list-style-type: none"> <li>Applicants should have at least 5-7 years of experience as an Instructional Designer in a learning or IT Company, of which at least 2 years should be in designing online learning programs.</li> <li>Applicants with a degree or (certified) training in instructional design and/or educational technology will be preferred.</li> <li>Some experience with creating learning pathways for young learners (12-21 years) will be an added advantage.</li> </ol>
<i>SKILLS &amp; ATTRIBUTES</i>	<p><b>The key skills/attributes required are:</b></p> <ul style="list-style-type: none"> <li>Knowledge of learning theories and instructional design models;</li> <li>Requirements analysis, macro and micro design of courses and modules;</li> <li>Lesson and curriculum planning skills;</li> <li>Creating course outlines and design standards documents;</li> <li>Devising assessment and learner engagement strategies;</li> <li>Creating promotional material for digital and social media to help in outreach activities for courses;</li> <li>Understanding of MOOCs and the features and capabilities of commonly used platforms like Coursera and edX;</li> <li>Ability to conceptualize online instructional and collaborative learning activities;</li> <li>Ability to storyboard and write effective copy, video scripts, instructional text, and audio scripts;</li> <li>Ability to work individually, as a leader of a team, as part of a team, and with outsourced entities;</li> <li>Rigorous attention to detail;</li> <li>Experience of working on time-bound and budget-driven projects;</li> <li>Willingness and ability to work flexible hours from time to time;</li> <li>Should have a passion for learning and strong imagination power</li> </ul> <p>We also expect the incumbent to be highly ethical with the highest levels of integrity.</p>