**Job Title:** Instructional Design and Media Specialist  
**Division/Department:** Center for Curriculum, Learning and Technology (CCLT)  
**Reports to:** Director of CCLT

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<tr>
<th>Position Type:</th>
<th>FLSA Status:</th>
<th>Hours worked Per Week:</th>
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<td>☑ Full-time</td>
<td>☑ Exempt</td>
<td>Approximately 40</td>
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**POSITION SUMMARY** The Instructional Design Specialist, Media will work with School Chairs, Program Directors, Content Specialists, and Faculty to develop appropriate curriculum for courses in the College of Arts and Sciences (CAS) and the College of Adult and Graduate Studies (CAGS). Additionally, the IDSM will be responsible for the development and incorporation of media elements in curriculum, primarily for online course offerings.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**
The Instructional Design and Media Specialist will work closely with and report to the Director of the Center for Curriculum, Learning, and Technology to develop, implement, and evaluate curriculum for online and blended courses. The Specialist will collaborate with Chairs, Program Directors, Instructors, and Content Specialists to develop new courses and enhance or revise existing courses. Additionally, the Specialist will collaborate with stakeholders to develop appropriate media for curriculum, including: video, audio, presentations, and online components. The Specialist will also be expected to keep up to date on best and innovative practices in the use of instructional technologies for online and traditional content delivery. Additional duties and responsibilities may be assigned by the Director.

**Responsibilities:**

- Provide direction and support to content specialists and faculty in the development, implementation, and evaluation of online, blended, and face-to-face courses.
- Assist in the planning, development, and production of interactive and multimedia components for implementation in online, blended, and face-to-face courses.
- Assist with development and implementation of assessment systems in the Learning Management System for courses and programs and ensure that course content and assignments align with University, College, School, and Program Objectives.
- Serve as a resource for information on learning styles, instructional technology, content delivery, and other areas of instructional design.
- Engage in a cycle of review of current courses and programs for to ensure compliance with HLC expectations and MACU standards for teaching, learning, and technology.
- Research best and innovative practices in instructional design for the purpose of implementation in courses across modalities.
- Research and evaluate new and existing technologies for potential implementation in courses.

**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:**
Bachelor’s degree (B.A.) or equivalent is required. Master’s degree preferred. Must have instructional design training and experience in video and other media production, with 1 – 3 years of design experience preferred. Experience teaching in multiple modalities (online, video, face-to-face, etc.) and for a variety of constituencies (adult learners, traditional students, etc.) is preferred.

**OTHER SKILLS AND ABILITIES:**
Ability to work collaboratively with multiple stakeholders. Strong written and oral communication skills. HTML or other web design experience is a plus.
### 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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### WORK ENVIRONMENT:
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.