

JOB DESCRIPTION: INSTRUCTIONAL DESIGNER

Are you a tech-savvy, entrepreneurial instructional designer? Are you interested in a remote working role to build online training and instructional products for small and medium-sized businesses, non-profits, and government agencies? At Spark + Co, we work with many exciting and unique clients, and we're looking to add an engaging future leader to our team. We'd love to hear from you if you're self-directed, motivated, and want to grow with our business.

You'll get to work directly with clients and side-by-side with the founder. Instead of being a cog in the wheel, you'll be at the heart of envisioning solutions and shaping instructional products for our diverse group of clients.

Duties + Responsibilities

As an instructional designer with Spark + Co, you'll get to be a generalist. Sometimes you'll work on a project where you are the e-learning developer, and other times your role is to design the instruction for someone else to build. The best part is that you'll be part of that decision-making process, so you'll get a chance to stretch yourself and play a vital role in developing solutions for our clients. One day might involve building complex sequences in Storyline. It'll include facilitating review sessions or setting up pilot user groups on other days. The work will be varied, and you'll be managing more than one project at a time. Some of the specific duties include:

- Set instructional goals and create content that matches them
- Create engaging learning activities and compelling course content
- Provide exercises and activities that enhance the learning process
- Complete training needs analyses and work with subject matter experts to identify the target audience's education needs
- Develop and build online courses and instructional products
- Visualize instructional graphics, the user interface, and the finished product
- Using our clients' content to create a storyboard for e-learning development
- Create supporting material/media (audio, video, simulations, role-plays, games, etc.)
- Devise modes of assessment, such as tests or quizzes, to measure the effectiveness of the course
- Provide direction to, and project manage e-learning developers, narrators, writers, videographers, graphic designers, illustrators, media production
- Review draft online course projects and manage review processes internally and with Spark + Co. clients
- Manage project relationships with clients and vendors/consultants
- Keep up to date on, and apply best practices in learning technologies and instructional design
- Maintain project documentation and course folders

Experience

- Previous working experience in instructional design, creating online courses for 2-5+ years
- Demonstrated experience with Articulate Storyline, Articulate Rise, Thinkific
- Project planning and management experience
- Experience as a consultant working with clients

Additional Useful Experience + Skills

Designing instructional products involves many skills, so if you've got any of these in addition to the required experience, let us know.

- xAPI, front-end web dev (HTML, javascript)
- LMS experience
- Live virtual training, job aids
- Graphic design, narration, media/video production skills or experience
- Camtasia, Audacity, Vyond experience
- Asana and Instagantt experience
- Ability to write engaging copy, instructional text, audio, and video scripts

Attributes

We are looking for someone who is

- Entrepreneurial
- Engaging and personable
- Diligent, hard-working with a can-do attitude
- A tech-enthusiast
- A multi-tasker + problem solver
- Self-directed
- Organized + an organizer
- A relationship builder

To Apply

Send us your resume along with a cover letter that tells us a little about who you are, and outlines the experience you bring. As well, we'd love to see some portfolio examples you can share with us.

Please contact Mark Aston at mark@sparkandco.ca

To find out more about us visit us at <https://sparkandco.ca>