



# GADSDEN STATE COMMUNITY COLLEGE

## JOB DESCRIPTION

Wallace Drive Campus

Created on: 1/30/2025  
Revised on: 3/5/2025

Job Title	Salary Schedule	Grade	Job No.
<b>Instructional Designer I</b>	<b>E1</b>	<b>02</b>	<b>AD9865</b>
Reports To	FLSA Status	Grant Funded	Tenure Track
<b>Director of Distance Education, Faculty Development, and Learning Resources</b>	Non Exempt	No	Yes

**JOB SUMMARY:** This role reports directly to the Director of Teaching & Learning.

**QUALIFICATIONS:**

- ◆ Master's degree in Instructional Design, Educational Technology, Curriculum Development, or a related field from an approved U.S. Department of Education accredited institution

**DESIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

- ◆ Experience with instructional design, curriculum development, or related field in higher education preferred
- ◆ Experience with Learning Management Systems (LMS) such as Canvas, Blackboard, or Moodle
- ◆ Experience in online course development for online, hybrid, and face-to-face formats
- ◆ Familiarity with multimedia authoring tools (e.g., Articulate, Adobe Captivate, Camtasia) and instructional video/lecture capture systems
- ◆ Experience conducting needs analysis and providing faculty training or professional development (preferred)
- ◆ Strong understanding of instructional design principles, adult learning theories, and best practices for online learning (e.g., ADDIE, backward design)
- ◆ Proficiency in educational technology tools, including video editing software, graphic design tools, and collaboration platforms
- ◆ Project management skills, with the ability to handle multiple projects and deadlines simultaneously
- ◆ Excellent communication and collaboration skills to work effectively with faculty, staff, and other stakeholders
- ◆ Strong attention to detail and the ability to evaluate and assess the quality and effectiveness of instructional materials
- ◆ Ability to design accessible courses in compliance with accessibility standards (e.g., WCAG, Section 508)
- ◆ Problem-solving abilities and flexibility to adapt to changing technologies and instructional needs
- ◆ Creativity and innovation in designing engaging, student-centered learning experiences

**DUTIES:**

- ◆ Collaborate with faculty to design and develop online, hybrid, and blended courses, ensuring alignment with instructional best practices and accessibility standards
- ◆ Support the integration of multimedia elements (e.g., instructional videos, lecture capture) into courses, utilizing educational technologies and authoring tools
- ◆ Conduct needs analysis, project management, course development, and evaluation to ensure effective instructional design
- ◆ Assist with quality assurance processes for online courses and instructional materials.
- ◆ Work closely with the library personnel and teaching faculty to incorporate digital library materials into the College's courses
- ◆ Collaborate with the College's "Orientation to College" instructor to design and implement engaging learning resources

**Media Creation and Management:**

- ◆ Assist faculty, staff, and students in the creation, recording, and editing of digital instructional content (e.g., videos, podcasts)
- ◆ Maintain inventory of audiovisual and duplication materials, equipment, and supplies, and manage the loan of technology and materials to instructors
- ◆ Operate a variety of media equipment and computer systems to support the creation of digital media in various formats

**Technology Support and Training:**

- ◆ Provide technical support to faculty and students on the use of the Learning Management System (LMS), multimedia authoring tools, and educational technologies such as lecture capture platforms and proctoring software
- ◆ Develop and deliver training sessions and professional development programs on instructional technology tools and effective teaching practices
- ◆ Promote the expanded use of LMS tools and other technologies in the online learning environment
- ◆ Serve as a liaison between academic divisions and the Teaching & Learning Center (TLC) and libraries to coordinate training and identify technological needs

**Collaboration and Outreach:**

- ◆ Work closely with the Director of Distance Education, Faculty Development, and Learning Resources and other departments to support faculty development initiatives and outreach activities
- ◆ Assist with marketing and promotional materials for TLC and library activities and participate in outreach functions as needed
- ◆ Coordinate with various departments to plan, develop, and implement professional development and training sessions

**Administrative and Other Duties:**

- ◆ Document and organize essential data related to training sessions, technology use, and course development projects
- ◆ Proctor exams for distance education students and assist with test administration processes.
- ◆ Comply with all policies and procedures of the Alabama Community College System and the College
- ◆ Perform other duties as assigned

*Note: The intent of this description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.*

The physical demands and work environment characteristics described below represent those that an employee may encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

**Physical Demands:**

- ◆ **Mobility:** Primarily sedentary work with occasional standing, walking, bending, and reaching
- ◆ **Manual Dexterity:** Regular use of standard office equipment, such as computers, printers, and copiers
- ◆ **Lifting:** Ability to lift and carry materials weighing up to 25 pounds
- ◆ **Communication:** Clear and effective verbal and written communication skills are essential

**Work Environment:**

- ◆ **Setting:** The position is based in a typical office environment within an educational institution
- ◆ **Travel:** Occasional travel may be required to attend conferences, workshops, or meetings
- ◆ **Schedule:** Standard work hours are expected; however, flexibility is necessary to accommodate deadlines or program needs
- ◆ **Interaction:** Regular collaboration with various departments, faculty, staff, and external partners

**Reviewed by:**

---

**Employee Signature**

---

**Date**