

# Job Title: Instructional Designer

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### Summary

Dealer.com's award-winning Learning and Development Team creates engaging, cutting-edge learning opportunities for Dealer.com employees. The Instructional Designer reports to the Manager of Learning and Development and carries a passion for influencing the direction of learning through the impactful development of training programs. This dynamic individual works collaboratively with company leaders, Subject Matter Experts and delivery resources to create and improve learning opportunities for employees in an effort to maintain a competitive edge in the growth and retention of high quality talent.

To do so, the Instructional designer:

- Consults with and surveys company leaders, internal business partners, learners and Subject Matter Experts to identify learning gaps and opportunities
- Recommends appropriate learning strategies
- Develops curricula and learning content and designs and implements innovative learning solutions to meet learning needs

### Responsibilities:

- Conduct training needs assessments, identifying specific performance and knowledge gaps.
- Manage the surveying and analysis of managers, learners and subject matter experts
- Apply expertise grounded in adult learning theory to developing and updating training programs and learning content. Maintain expertise with the latest learning models, delivery systems, and creative ways to improve engagement and retention.
- Design for the full learning experience, including learner preparation, learning events (classroom, online and blended), and measurement of improved performance to meet business objectives.
- Edit lessons for instructional soundness, pace of presentation, consistency of tone and style.
- Monitor and track the full cycle of the learning process, ensuring learning events continue to drive learning transfer and meet objectives, and are measured and evaluated to understand how learning impacts performance.
- Design, develop, measure and analyze learning effectiveness and quality measures.
- Report on multiple aspects of programs including KPI's, weekly accomplishments, open projects, future opportunities, and risks, and continually evaluate logistics of programs and make changes to improve and increase efficacy.
- Other duties as assigned.

### Knowledge, skills, abilities required:

- Interpersonally savvy and able to relate well and build relationships with individuals at different levels of the organization.
- Knowledge of key instructional design methodologies and experience applying theories of instructional design to classroom, online and other learning experiences.
- Ability to learn and understand various levels of content, from software to interpersonal skills and business processes.
- Versatile, clear and concise written and verbal communication skills, with demonstrated excellence in oral and written communication and presentations, including the ability to write in a variety of styles/voices as needed.
- Ability to function on a collaborative team and work with people at all organizational and skill levels.
- Highly creative and able to manage the creative process of others.

- Strong technical aptitude, including an understanding of cutting edge technology and tools used to create and deliver courses, including their features, limitations and what it takes to build proposed designs.
- Strong working knowledge of Microsoft Office applications and some eLearning authoring systems (Articulate, Captivate, etc). Experience developing online training preferred.
- Ability to multi-task in a dynamic environment where priorities change quickly.

**Education and Work Experience:**

- Bachelor's Degree or equivalent in Education, Instructional Design or related discipline as well as a minimum of 5 years of prior design experience is preferred.
- Experience building partnerships with key stake holders at various levels across the organization, including delivery resources, subject matter experts, senior management and learners.
- Experience managing multiple programs with minimal guidance.
- Experience or knowledge of the Six Disciplines of Breakthrough Learning a plus.
- Advanced degrees and/or Professional Certifications are an advantage.

**Reporting Relationships and Contacts:**

This position reports to the Manager of Learning and Development. This position includes a high level of interaction with all departments and levels throughout the organization, and in a collaborative atmosphere with the other members of the Learning and Development department.