APTARA

Instructional Designer, Digital Learning Group

Job Description:

Experience and Qualification

- Graduate or Post Graduate in any curricular stream; candidates from mass communication/Journalism/English literature background preferred
- English, Education/Learning Design, Media related backgrounds are likely to do well, but as long as the candidate has English language proficiency, educational background is not a constraint.
- Acceptable level of English language proficiency (read, write, comprehend)
- Well-rounded experience in instructional design best practices
- Proficiency using Microsoft Office Suite, Google Docs, Balsamiq and other relevant software applications
- Any background or experience in content writing assignments or blog postings will be an advantag

Key Expectations:

- Minimum 2 to 4 years experience of working on core digital learning/e-learning projects
- Knowledge of digital learning development principles and practices, curriculum design, learning needs assessment and evaluation methodologies
- Practice in developing and following process-based guidelines in executing projects
- Proficiency using Microsoft Office Suite, G-Docs, Balsamiq et al.
- Strong time management skills and organizational skills
- Independent and self-motivated

Core Tasks:

- Responsible for storyboarding (writing, reviewing and managing) for digital learning products such as online courseware, animations, simulations, interactivities, games, virtual learning labs, immersive learning objects (AR/VR) et al.
- Decent handle of Bloom's taxonomy (theoretical and application-oriented)
- Well-versed in relevant instructional design principles such as 5E/7E model, Gagne's Nine Events, Malcolm Knowles ' Principles, Kolb's Experiential model and the like.
- Good understanding of workflows such as ADDIE and industry best practices such as Gamification, flipped learning, personalized learning, social learning scenarios et al.
- Creating content outlines (writing, reviewing and managing)
- Working in tandem with content developers, editors, subject matter experts and academic researchers
- Managing freelancers/vendors for project tasks. Working in concert with other functional skill areas such as Content Developers, SMEs, Visual Design, Creative Design, Programming, Technologists and Learning Administrators.

- Writing and reviewing for web accessibility (Section 508, WCAG) and online assessment items (inclusive of TEIs)
- Good understanding and ability to independently elicit requirements from internal sales stakeholders and external client stakeholders through e-mails/documents/conversations et al.
- Committing to continually building skill sets in instructional design practices to design and develop effective digital learning material