Instructional Designer

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Type: Full-Time
Salary: $34,200 - $54,600 per year
Posted: 59 days ago
Application Due: Open Until Filled
Category: Instructional Technology and Design
POSITION TITLE: Instructional Designer

JVA#: 2026-12

DEPARTMENT Instructional Technology

POSITION SUMMARY: The Instructional Designer plays a pivotal role in advancing online education at Bluefield State University by collaborating with faculty and subject matter experts to design, develop, and implement engaging, high-quality online courses and instructional materials. This position leverages learning theories, instructional design principles, and emerging technologies to create effective e-learning experiences that promote student success in virtual environments. Reporting to the Director of Instructional Technology, the role is based in the Instructional Technology Center and may be performed on the main campus or remotely, depending on institutional needs. This is a full-time, 12-month position committed to fostering an innovative online learning environment.

POSITION CLASSIFICATION/COMPENSATION: This position is a Nonclassified, full-time, and carries an Exempt status under the Fair Labor Standards Act, and serves at the will and pleasure of the President. Actual compensation will be commensurate with specific qualifications and experience related to the position. The position is dependent upon available funding.

CORE RESPONSIBILITIES:

1. **I**nstructional Development Leadership: Lead the instructional development process by planning, sequencing, programming, documenting, reviewing, and revising educational content to ensure alignment with learning objectives and pedagogical best practices. Utilize instructional design models like ADDIE or SAM to guide the process.
2. Collaboration with Faculty: Partner with faculty to create detailed instructional plans, including text passages, interactive procedures, performance assessments, user records, organizational details, and screen layouts. Ensure plans are executable using authoring systems (e.g., Articulate Storyline, H5P) or programming languages (e.g., HTML/CSS, JavaScript).
3. Application of Learning Theory: Apply principles of learning theory (e.g., constructivism, behaviorism, cognitivism), cognitive psychology, and adult learning to design, develop, and evaluate online modules, courses, and digital resources that enhance learner engagement and outcomes.
4. Faculty Support and Strategy Selection: Assist faculty in selecting effective instructional strategies for online teaching, such as tutorials, simulations, gamification, problem-solving modules, and adaptive learning paths, ensuring alignment with course goals and learner needs.
5. Project Management: Develop and maintain timelines for the design, development, and evaluation of online courses and modules, ensuring projects are completed on schedule and within budget. Coordinate with stakeholders to manage resources and deliverables.
6. Testing and Revision: Plan and conduct field tests, usability evaluations, and iterative revisions of instructional materials to optimize learner engagement and outcomes, incorporating feedback from students and faculty.
7. Reporting and Documentation: Prepare progress reports on instructional development initiatives and team goals, providing data-driven insights to stakeholders using tools like Moodle analytics or Google Analytics.
8. Professional Development: Lead seminars, workshops, and training sessions for faculty and staff on instructional design processes, online pedagogy, and tools for developing digital instructional materials, such as Moodle, Google Suite, and Adobe Captivate.
9. Additional Duties:

- Ensure compliance with accessibility standards (e.g., WCAG 2.1, Section 508) and universal design for learning (UDL) principles in all course materials.
- Integrate multimedia elements (e.g., videos, animations, interactive quizzes) using tools like YouTube for video hosting, Google Slides for presentations, Google Forms for quizzes, H5P, Adobe Captivate, or CourseLab.
- Collaborate on the integration and optimization of Moodle, with familiarity in Blackboard or Canvas, including course setup, configuration, troubleshooting, and enhancing user experience for faculty and students.
- Conduct needs assessments and evaluations to measure the effectiveness of online programs, using data to inform design improvements.
- Stay current with trends in online education, including AI-driven personalization, micro-credentials, and open educational resources (OER).
- Support quality assurance processes, aligning courses with standards like Quality Matters (QM) or Online Learning Consortium (OLC) rubrics.
- Perform other duties as assigned.

MINIMUM REQUIRED QUALIFICATIONS: Master's degree in Instructional Design, Instructional Systems Technology, Educational Technology, Educational Psychology, or a closely related field, with coursework in instructional strategies, learning theory, and e-learning design. This advanced education ensures the ability to comprehend complex academic content and develop targeted instructional strategies.

PREFERRED QUALIFICATIONS: The ideal candidate will have at least three years of experience designing online courses for university-level programs, with a strong proficiency in Moodle. They should also have demonstrated experience with quality assurance processes, such as QM or OLC, as well as a background in developing open educational resources (OER) or contributing to grant-funded projects.

THE UNIVERSITY: The mission of Bluefield State University is to provide students with an affordable, accessible opportunity for public higher education. A historically black institution, Bluefield State University prepares students for diverse professions, graduate study, informed citizenship, community involvement, and public service in an ever-changing global society. **BSU welcomes all qualified candidates to apply.** More information about the University is available at www.bluefieldstate.edu.

APPLICATION PROCEDURE: Completed applications are to be submitted in electronic format only to humanresources@bluefieldstate.edu and must include:

1. Letter of interest specific to the position;

2. A completed BSU Employment Application (form available at https://www.bluefieldstate.edu/resources/human-resources/jobs);

3. Resume/CV;

4. Contact information for at least three professional references; and

5. Transcripts (unofficial transcripts are acceptable for the application process; official transcripts will be required of the selected candidate).

Please **do not** include photographs or any personal information (e.g. D.O.B, place of birth, etc.) on your application or supporting documents. **Also, Bluefield State University does not provide H1B visa or employment sponsorship**

DATE POSTED: October 31, 2025

CLOSINGDATE: For full consideration, applications must be received by 4:00 pm EST, November 14, 2025. Applications will be accepted until the position is filled; however, applications received after the deadline may not receive full consideration.
Bluefield State University is an HBCU, EOE/ADA employer, committed to the principle that minorities, women, veterans, and individuals with disabilities are encouraged to apply. The university complies with all applicable federal and state laws designed to promote equal educational and employment opportunities. Bluefield State University does not provide an H1B visa or employment sponsorship.

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