Instructional Designer

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Please Note: Internal Employees, please access the Jobs Hub in Workday to apply for the position.

ABOUT US

University of Massachusetts Global is a private, nonprofit affiliate of the University of Massachusetts, created to help working adults change their lives through flexible, high-quality education built for real life. Regionally accredited by the WASC Senior College and University Commission (WSCUC) and recognized by *U.S. News & World Report* among the Best Online Programs for 13 consecutive years (2013-2025), the university has a long track record of online innovation. Students across 49 states and internationally can upskill, reskill, and move forward without putting life on hold through technology-enabled, real-world learning. With 55+fully online, career-focused programs designed around the realities of work, family, and constant change, we remain ever-focused on developing future-ready learners who can thrive in a rapidly shifting world.

This position is open to candidates who currently reside in one of the following approved states from which the role may be performed remotely: Alabama, Arizona, Georgia, Idaho, Indiana, Minnesota, Nevada, New Hampshire, North Carolina, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Wisconsin.

Employees must be available for collaboration during **core hours** from **10am to 3pm (PST).**

ABOUT THE ROLE
Assist with the development of high-quality, engaging and innovative courses within the D2L Brightspace Learning Management System. Contribute to international and global program development and facilitate the creation and growth of communities of practice. Assist in the development of ADA-compliant, learner-centered materials. Provide training in educational technology and instructional design best practices. Evaluate the accessibility, quality, and effectiveness of course design, create a process for continuous improvement of course delivery, and incorporate principles of user interface (UI) and user experience (UX) design in all course materials.
TYPE OF SUPERVISION:

Receive general direction from the Director of Instructional Design or Associate Director, International Program Development.

> **General Direction** - indicates that the incumbent receives guidance in terms of broad goals and overall objectives and is responsible for establishing the methods to attain them. Generally, the incumbent is in charge of an area of work and typically formulates policy for this area but does not necessarily have final authority for approving policy.

POSITION DUTIES AND RESPONSIBILITIES:
ESSENTIAL FUNCTIONS:

Course Design and Development, Quality Assurance, and ADA Compliance

> Collaborate with faculty and subject matter experts to design competency-based online courses and instructional materials that align with learning objectives, pedagogical best practices for paced and self-paced learning, and accessibility standards for delivery across international markets.

- Collaborate with faculty to identify instructional needs, develop learning objectives, and select and/or develop appropriate instructional materials and assessment strategies.
- Apply instructional design principles, learning theories, and technology-enhanced learning strategies to create engaging, interactive, and learner-centered course content.
- Create design templates to ensure consistent program design and adherence to university, school and program guidelines.
- Consult with faculty on best practices for utilizing learning management systems (LMS), multimedia tools, and instructional technologies to facilitate course delivery, enhance student engagement, and promote active learning in online and blended learning environments.
- Evaluate course materials and learning experiences to ensure they are accessible to all learners, including those with disabilities.

- Apply user experience (UX) principles to optimize course navigation, clarity, and engagement. This involves assessing the intuitiveness of content layout, ease of interaction, and overall satisfaction of learners to create an inclusive and user-friendly environment for diverse student needs.
- Remediate instructional materials to ensure they adhere to accessibility standards (e.g., WCAG).
- Advise faculty on strategies for applying universal design principles to create inclusive learning experiences.
- Build courses within the D2L Brightspace Learning Management System (LMS).

Original Content Creation Support

Leverage media development tools such as but not limited to, Articulate Rise, Storyline, Vyond Go, Colossyan, G-Suite, MS Office, etc, to collaborate with Subject Matter Experts to create original instructional content to be used in course delivery.

Faculty Support and Training

- Provide technical support and training to faculty and students on the use of LMS features, course tools, and multimedia resources.
- Provide professional development and consultation to faculty members on instructional design strategies, technology integration, and effective teaching practices in online learning international environments.
- Facilitate completion of UMass Global Developer Certification Course (DCC) for faculty developers.
- Work with school leadership (as assigned) to ensure that what is developed and delivered in the way of training and workshops is meaningful for instructors and students.

Systematic Reviews

Conduct systematic quality assurance reviews of courses using a set standard of requirements to evaluate the relevance and effectiveness of course content, learning activities, assessments, and overall user experience (UX) and user interface (UI) design. This includes assessing how intuitive and accessible the course layout is, as well as how effectively the design supports student engagement and learning outcomes.

Special Projects

Assist with other university-wide initiatives as assigned.

POSITION SPECIFICATIONS AND REQUIREMENTS:
EDUCATION, EXPERIENCE, CERTIFICATION AND/OR LICENSES:

- Master's degree required in Instructional Design, Curriculum Design, Instructional Technology, Learning Experience Design, or a closely related field (required).
- 2+ years experience in instructional design, course development, or e-learning, within higher education (preferably international) and/or corporate settings.

- Formal training and/or certification in UX/UI design and/or usability testing highly desirable.

ESSENTIAL KNOWLEDGE, SKILLS, AND ABILITIES:

Strong project management skills to oversee multiple projects simultaneously, set clear timelines, allocate resources effectively, and ensure timely delivery of scalable, high-quality instructional materials.

- Proficiency in instructional design theories, models (e.g. ADDIE, SAM), and adult learning principles, with the ability to apply pedagogical best practices across diverse learning contexts.
- Experience designing and developing mobile-friendly online courses using e-learning authoring tools, including their AI enhancement features (e.g. Articulate Storyline, Adobe Captivate, Vyond, Canva, Camtasia and strong familiarity with learning management system (LMS) platforms (e.g. Brightspace, Strut, Canvas, Blackboard, Moodle, etc).
- Knowledge of user experience (UX) and user interface (UI) design principles to create intuitive, engaging, and learner-centered digital environments. Ability to apply usability testing, learner feedback, and design thinking approaches to optimize the learner journey.
- Understanding of multimedia production techniques, graphic design, and web technologies to develop visually compelling and interactive content that enhances learner engagement. Experience designing and adapting instructional materials for global audiences, including cultural localization, multilingual course design, and awareness of international compliance and regulatory frameworks.
- Excellent communication and interpersonal skills to collaborate effectively with faculty, subject matter experts, and global stakeholders, with the ability to translate complex ideas into learner-friendly experiences.
- Ability to assess instructional needs, diagnose learning challenges, and develop innovative, data-informed solutions that drive measurable outcomes. Commitment to continuous improvement and adoption of emerging technologies, methodologies, and global best practices in instructional design, educational technology, and learner experience. Demonstrated understanding of accessibility standards, including Web Content Accessibility Guidelines (WCAG), Section 508, and Americans with Disabilities Act (ADA) requirements, with experience conducting accessibility audits and creating inclusive, equitable learning experiences for diverse learners.
- Experience applying Universal Design for Learning (UDL) principles to instructional design, ensuring that course materials and learning experiences are accessible to diverse learners with varying abilities, learning styles, and preferences.
- Ability to conduct quality assurance and accessibility audits, evaluate course content for accessibility barriers, and implement strategies to create inclusive and accessible learning environments that accommodate learners with disabilities.

MACHINES, TOOLS, EQUIPMENT, ELECTRONIC DEVICES, SOFTWARE, OTHER:

- Microsoft Office Suite or Google Workspace for document creation, communication, and collaboration; project management and collaboration platforms such as Microsoft Teams, Slack, Asana, or Trello.
- Building and managing courses in Learning Management Systems such as Brightspace, Blackboard, Canvas STRUT.
- Web conferencing software for virtual meetings and training sessions, such as Zoom, Microsoft Teams, or Google Meet.
- Experience using authoring tools for e-learning content development, such as Articulate Rise and/or Storyline, Adobe Captivate, or Camtasia.
- Familiarity with design and prototyping software (e.g., Adobe XD, Figma, or Sketch) for creating learner-centered interfaces and experiences highly desired.
- Graphic design software Such as Adobe Creative Cloud (Photoshop, Illustrator, InDesign) for graphic design and Adobe Premiere Pro, Final Cut Pro, or similar tools for video editing highly desired.
- Use of LMS analytics, Google Analytics, or similar reporting tools to inform decision-making and improve learner experience preferred.

Contact with Students: Occasional
Contact with Faculty and/or Staff: Occasional

Contact with Community and Vendors: Occasional

The **hiring range for this position is $61,150 to $68,793 annually.** Offers are determined by a variety of factors, including but not limited to geographical location, knowledge, skills, years & depth of experience, and equity with internal team members.

BENEFITS AND PERKS

At the University of Massachusetts Global, we support your total well-being with flexible and meaningful benefits:

- **Health:** Medical, dental, and vision coverage with spending account options.
- **Work-Life Balance**: Remote options, flexible schedules, 1/2 day Fridays (biweekly), generous time off, including paid holidays and a paid winter break.
- **Financial Security:** Life, disability, accident, legal, identity protection, and student debt support.
- **Retirement:** 403(b) plan with a Roth option. 3% non-elective contribution and up to 6% match for a 9% total employer contribution!
- **Education:** Tuition discounts for employees and family and Tuition Exchange program with other universities. PSLF eligible employer.
- **Wellness:** Counseling services, Free Calm Health subscription and year-round wellness programs.

Equal Employment Opportunity - UMass Global is committed to providing an educational and work environment free of unlawful discrimination and harassment in any form. UMass Global prohibits all forms of discrimination and harassment on the basis of age, race (including hairstyle/texture, protective hairstyles, braids, locks, and twists), color, religion (including religious observance, belief, practice dress and grooming practices), citizenship, pregnancy (including temporary physical or mental limitations related to, affected by, or arising out of pregnancy, childbirth, or any related medical conditions), sex, gender identity, gender expression, transgender status, national origin, ancestry, physical and/or mental disability, legally-protected medical condition, military (past, present or prospective) status, veteran status, marital status, sexual orientation, sexual and reproductive health, genetic information, or any other characteristic protected by local, State or Federal law.
Reasonable Accommodation - UMass Global provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for any part of the application and hiring process, please notify the recruitment department at recruiting@umassglobal.edu.