

## Professional Job Position Description

### Section I: Position information

Effective date	2024-10-01	<input checked="" type="checkbox"/> Update only	<input type="checkbox"/> Classification review
Position title	Instructional Media Analyst		
Position number	999876, 999891, 999926		
Classification level	Professional C		
Position affiliation	<input checked="" type="checkbox"/> AUFA <input type="checkbox"/> Excluded		
Location	Home Office		
Department	Faculty of Health Disciplines		
Reports to	System Manager, Associate Dean Teaching & Learning (999269)		

#### Position summary

The Instructional Media Analyst works as an integral member of various project teams in the development, delivery, and support of online, multimedia, network-delivered course materials, and student support services.

#### Duties and responsibilities

#### 60% Apply principles of instructional design in the creation and maintenance of multimedia course materials:

- Assist in the analysis of learning outcomes, learners, and learning context for course design and evaluation.
- Assist in the design of learning activities using appropriate technologies and for multimodal delivery, following current FHD guidelines.
- Assist in the design and creation of multimedia materials.
- Analyze existing instructional materials to identify potential areas for design modification using various technologies.
- Work in close cooperation with other course team members on improvements to the course development process in implementing new design methodologies.

#### 30% Provide design support for digital course development and delivery:

- Analyze multimedia projects, determine scope, and estimate project development needs.
- Advise and assist with implementing strategies for maintaining online course materials.
- Assist with administration of learning management systems.

- Create and maintain HTML, XML, and other multimedia files.
- Assist academic staff with the use of learning management software.
- Provide technical and instructional design advice and support for staff in the Faculty of Health Disciplines.
- Provide ongoing course support/production, including:
  - Working closely with course team members to produce and maintain FHD courses in the Learning Management System.
  - Planning and implementing production tasks, processes, and schedules for each assigned course, as per established processes and standards.
  - Demonstrating great attention to detail when posting or revising text in an online environment to ensure that online content is accurate, and course materials are formatted in accordance with FHD best practices and AU standards.
  - Ensuring that all interactive features, embedded media, and linkages function effectively and are thoroughly checked.
  - Setting up course shells, eText links, resources, and activities in the LMS, ensuring that the settings meet the pedagogical needs.
  - Working with the team to make online course materials accessible-compliant using specifications and AU standards.

**10% Research and evaluate the instructional merit of learning management systems, software, and applications:**

- Disseminate new instructional technologies and techniques among academics and facilitate communication between technical and non-technical personnel.
- Have knowledge of and experience in implementing formative evaluation methods.
- Keep abreast with developments in instructional media and design research.

## Occupational health and safety

### Employees:

Responsible to participate in the AU OHS program as required.

### Supervisors:

Responsible for awareness of one's OHS Responsibilities as an AU employee and supervisor, for participating in the AU OHS Program as required, and for ensuring the participation of employees in the AU OHS Program as required.

See: <https://ohs-pubstore.labour.alberta.ca/li008>

### *Classification factors*

#### Communication

Works with every level of University staff to investigate, interpret, and exchange information, and to resolve problems concerning network, hardware, software, and delivery systems. Works with academic, professional, and support staff on an ongoing basis during each course development/revision project. Excellent interpersonal skills and the ability to work as a member of a team are essential.

#### Supervision

Performs some supervisory activities on an intermittent basis (contract or term staff).

#### Impact of service or product

The instructional design of the FHD course materials in their various delivery modes has a direct impact on the students' ability to complete course requirements and an overall impact on the University's programs, services, and reputation for educational excellence.

#### Independence of action

Actions and results are generally considered sound and are reviewed only from an overall standpoint in terms of feasibility, compatibility, and effectiveness. Consults with other course team members throughout the course development process.

#### Complexity

Works in a rapidly changing environment following and assisting in the development of procedures for multimodal course development. Flexible, rapid, and appropriate responses to emergent issues are required within the context of a heavy workload. Work entails a substantial depth of analysis to understand, combine, and apply appropriate instructional and technological innovations, including, but not limited to, multimedia and hypermedia; authoring languages and tools; graphics and animation; courseware and groupware. Must learn and evaluate learning management system, delivery media, and networking and conferencing systems to develop and maintain an acceptable level of expertise.

#### Planning

This position will assist in establishing criteria, formulating projects, and assessing the effectiveness of solutions to problems adapting instructional methods to new technologies. Must be able to work on or oversee several projects simultaneously.

*Signatures for section I*

Incumbent signature		Date Select a date.
Supervisor signature		Date Select a date.

**Section II: Qualifications**

**Qualifications**

Includes education, experience, skills, abilities, and any other special qualifications required. The qualifications relate to the position not the incumbent.

The incumbent requires a minimum of a Bachelor's Degree, Masters preferred, with education and work experience in educational technology or instructional design. Must have experience working remotely, in a fast-paced group environment, with digital instructional design work experience using various technologies, including Brightspace. Previous experience working within online education in post secondary environments and online programs is required. The incumbent must be proficient in current design principles for courses including UDL Incumbent must have demonstrable skills in working successfully within a team in an academic environment to develop and/or revise digitally delivered courses.

*Signatures for sections I and II*

Department Head signature		Date
Executive Officer signature		Date
Human Resources review		Date