

**WEST VIRGINIA UNIVERSITY RESEARCH CORPORATION  
POSITION DESCRIPTION**

<b>Working Title</b>	Instructional Designer (NAFTC224)
<b>Department</b>	National Alternative Fuels Training Consortium
<b>Position Terms</b>	Full-time (40 hpw), benefit eligible
<b>Position Location</b>	Morgantown/Monongalia
<b>ARRA Funded</b>	

**Purpose**

This position will be responsible for designing and developing educational and instructional materials, coordinating educational content, and incorporating instructional technologies where appropriate. The incumbent will design and/or assist in the production of learning resources in a variety of formats including print, graphics, audio, video, and animation technologies, to support curriculum offerings.

Performs research, analysis and auditing duties to develop and present educational programs and to design, create, and edit written, graphic or audio materials to inform and influence others. Provides program, as well as direct internal and external client support services. Responds to inquiries and independently resolves matters of moderate complexity. Responsibilities require some judgment, resourcefulness and originality, but diverse guides and precedents are usually available to apply or adapt to the circumstances. Work effort has considerable impact on client services, program and project image, with potential legal liabilities.

**Duties & Responsibilities**

Responsibilities are functional in nature, and performed under general supervision. Specific tasks include, but are not limited to:

- 1) Works with the curricula development team to conduct needs assessments, audience analysis, plan, design, develop, deploy, and evaluate training content and curriculum.
- 2) Assists with the management of multiple training projects.
- 3) Researches, evaluates, and prepares recommendations on curricula, instructional methods, and materials.
- 4) Contributes to design, development, maintenance, and update of web site.
- 5) Designs, develops, and maintains interactive and database-driven web applications integrating a variety of web resources.
- 6) Assists students/graduate assistants, faculty, and staff with curriculum development, curriculum layout and design and web development projects.
- 7) Translates written content into visual depictions (graphics, animation, interactive charts and graphs, video-based scenarios).
- 8) Contributes to the design and layout of marketing and communications materials in print and online formats.
- 9) Performs research, analysis and auditing duties to ensure the development of NAFTC educational and instructional materials remain current and state-of-the-art.

**Supervisory/Lead Role**

Position reports to the Assistant Director - Training & Curriculum Development. Normally receives general instructions on routine work, detailed instructions on new assignments. Supervision of

others is not required, however, sharing of knowledge with others and team participation is expected in the role. Program, project or activity lead responsibilities occur in this position.

### **Physical Demands**

Work is physically comfortable. Employee may be required to travel nationally on a frequent basis and possibly internationally. Other physical considerations include: to lift and carry up to 50 lbs, travel, sit, and file. May occasionally require reaching to high or low places. Must be able to operate standard office equipment including a computer, copy machine, printers, telephones, faxes, and others.

### **Work Environment**

Normal work will be in a typical office environment. Activities will also be in laboratory and shop settings in order to develop and evaluate training activities, and will place the incumbent in contact with those items normally encountered in an automotive shop environment.

### **Requisite Qualifications**

#### Education and/or Experience

- 1) Master's degree in technology education or related field;
- 2) Three to five years experience in designing and developing educational and instructional materials;
- and
- 3) experience designing web applications and graphics;
- or
- 1) equivalent combination of education and experience.

#### Skills, Knowledge Abilities

- 1) Demonstrated technical writing skills.
- 2) Demonstrated ability to use Microsoft Office suite.
- 3) Demonstrated ability to use desktop publishing software.
- 4) Demonstrated knowledge of adult education curriculum and training development, instructional design and a transfer of learning techniques.
- 5) Working knowledge of curriculum development processes and procedures.
- 6) Knowledge of marketing and promotion techniques.
- 7) Ability to communicate effectively with alternative fuel vehicle (AFV) industry professionals, government regulatory officials, NAFTC National Training Centers faculty and staff and other NAFTC audiences.
- 8) Demonstrated ability to communicate effectively both orally and in writing.
- 9) Ability to translate and format training materials to enable distance learning and computer-based training.
- 10) Ability to research and collect complex information through literature searches and personal interviews.
- 11) Ability to write reports, articles, etc.
- 12) Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.
- 13) Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals.
- 14) Ability to compute rate, ratio and percent and to draw and interpret bar graphs.

- 15) Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- 16) Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.
- 17) Demonstrated ability in problem solving, especially in high stress situations.
- 18) Demonstrated ability to operate effectively in a fast-paced high –volume environment.
- 19) Ability to work independently, exercising good judgment.
- 20) Ability to maintain confidentiality.
- 21) Ability to maintain proper attendance and appropriate punctuality standards in a flexible work environment; dependable work ethic.
- 22) Demonstrated ability to design, develop, edit and format graphics and charts.

### Behavioral Competencies

- 1) Technical skills – Strives to continuously build knowledge and skills; pursues training and development opportunities; assess strengths, weaknesses, and shares expertise with others.
- 2) Problem solving – Gathers and analyzes information, identifies problems, develops alternatives, uses reason even when dealing with emotional topics and works well in groups and resolves matters timely.
- 3) Internal & External Customer Service – Manages difficult or emotional matters with objectivity and openness; responds promptly to needs and requests for service and assistance; meets commitments and dates, notifies others if change occurs; provides, solicits and applies feedback; and builds goodwill through balanced contributions, positive approach, respect and support of others.
- 4) Communications – Demonstrates group presentation skills, participates in meetings, listens and gets clarification, is responsive and speaks clearly and persuasively in positive and negative situations. Writes and edits clearly and informatively, varies style to meet needs, presents numerical data effectively, and able to read and interpret written information.
- 5) Organizational Support – Aligns work and develops strategies to meet organizational goals; seeks to improve and promote quality; demonstrates accuracy and thoroughness; and upholds organizational expectations and values.
- 6) Self Management – Responds to management direction; resourcefully adapts to changes in work environment and circumstances; responds well under pressure and manages competing demands; takes calculated risks, asks for and offers help when needed; exercise discretion and sound judgment; is tactful and responsible for own actions.

### **Preferred Qualifications & Credentials**

Education and/or Experience

- 1) Adobe InDesign