SOCIETY OF DIAGNOSTIC MEDICAL SONOGRAPHY

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POSITION TITLE

Instructional Designer

POSITION SUMMARY

The Instructional Designer serves as a member of the Society of Diagnostic Medical Sonography (SDMS) Learning Development team, supporting the SDMS' continuing medical education (CME) activities and sonographer professional development. The Instructional Designer will implement a holistic and learner-centric approach to help promote and support effective learning experiences for SDMS Learning Center users. The Instructional Designer will work in close collaboration with the SDMS Learning Director, Senior Instructional Designer, staff, volunteers, and subject matter experts (SMEs) to manage and support various tasks, projects, and initiatives to generate creative learning experiences across a wide range of learning solutions. The Instructional Designer is expected to have and demonstrate a high-level of experience in project management, user experience and interface design, instructional design, and learning science.

LOCATION

This is a remote, work-from-home position requiring that the candidate reside in the Central Time Zone. The SDMS can consider candidates residing in Texas, Oklahoma, and Illinois. All other Central Time Zone states will require SDMS Human Resources to confirm hiring feasibility.

EXAMPLES OF DUTIES & RESPONSIBILITIES

Note: This is not a complete list of this position's duties and responsibilities. The items below are examples of the types of activities performed. Other duties may be assigned.

- Support Learning Development projects while working in conjunction with other SDMS staff members to analyze, design, develop, implement, evaluate, and manage learning products.

- Identify target audiences, design storyboards, and prototype learning products that align with best practices in user experience and interface design.

- Collaborate with SMEs to design and develop learning products.

- Utilize eLearning design, development software applications, and generative Artificial Intelligence (AI) and/or Large Language Models (LLMs) to develop learning products.

- Help with the design and development of interactive elements for prototyping, testing, and supporting new learning strategies and methodologies.

- Ensure and apply universal design solutions that also support accessibility standards in learning experience design.

- Manage applicable content databases to ensure that data is complete, current, and accurate.

- Demonstrate knowledge of educational principles and stay up to date on new learning methods and techniques.

- Collaborate with the SDMS Learning Development team and other staff members on strategic initiatives by offering technical, creative, and logistical recommendations on the design and production of learning content.

- Gather and analyze user feedback and learning metrics to assess the effectiveness of learning products.

- Maintain departmental documentation to ensure data is current, complete, and accurate.

- Comply with and contribute to departmental policies, procedures, and auditing/quality assurance processes.

- Support volunteers, committees, and task forces as assigned.

- Assist with other projects as assigned.

QUALIFICATIONS

EDUCATION/CERTIFICATIONS/LICENSES

- Bachelor's degree in Instructional Design, Adult Education, or related field required (or equivalent educational experience and skillset);

- Certified Professional in Learning and Performance (CPLP) or Certified Professional in Talent Development (CPTD) credential preferred.

SKILLS & EXPERIENCE

- At least two (2) to four (4) years of experience in designing and developing eLearning and digital content for deployment on a Learning Management System in an association (preferred) or corporate setting.

- At least two (2) to four () years of experience with working in a team environment in an association (preferred) or corporate setting.

- Extensive experience developing eLearning and producing screencasts with eLearning authoring tools (i.e., Articulate 360, Articulate Rise, Camtasia, Adobe Creative Cloud applications, generative Artificial Intelligence (AI) and/or Large Language Models (LLMs), etc.) to develop and deliver learning products.

- Proficient in eLearning standards for producing and publishing multimedia file types and formats (e.g., SCORM, xAPI, etc.), video compression, and hosted online video management with a proven ability to adapt and learn new technologies and software.

- Ability to identify learning development needs and construct effective learning solutions.

- Proficient understanding and application of visual design for online instruction.

- Extensive experience with creating user experience and interface (UX/UI) designs for eLearning activities and learning products.

- Comprehensive knowledge of various instructional design and development theories, principles, and methodologies that are applicable to online learning.

- Proven ability to assess needs, plan, develop, coordinate, monitor, and evaluate.

- Problem-solving skills; comfortable with ambiguity and confident in your ability to work through the unknown.

- Strong project management and quality assurance experience with an ability to understand the big picture.

- Excellent organizational skills and attention to detail, including the ability to maintain accurate and easily accessible records.

- Ability to prioritize multiple projects and respond to changing priorities based on deadlines and requests from volunteers, customers, and staff.
- Strong written/oral communication and interpersonal skills, including the ability to communicate in an open and honest manner in a collaborative team environment.
- Ability to work effectively, efficiently, and independently in a fast-paced environment and motivated to achieve outstanding results.
- Sincere customer service mindset with volunteers, customers, and staff.
- Strong computer skills including Microsoft Office applications, HTML, etc.; Internet and technology savvy.

PHYSICAL REQUIREMENTS

The employee must be physically capable of carrying out all assigned duties, including but not limited to:

- Normal office activities
- Ability to lift up to 25 pounds

TRAVEL/OTHER

- The employee must be willing to travel, upon request, to the SDMS Annual Conference each year (usually 5 to 7 days).
- Additional travel may be necessary throughout the year to meet with subject matter experts and volunteers and attend industry conferences and events.
- The employee may be expected to work off hours, weekends, and/or holidays to meet deadlines and support projects.

SUPERVISOR

Learning Director

SUPERVISORY RESPONSIBILITIES

None

EMPLOYMENT CLASSIFICATION

Full-time; Exempt