

# Candidate Brief

**Senior Instructional Designer**

**CABI Wallingford**

June 2017

## CABI BACKGROUND

CABI is an international not-for-profit organization that improves people's lives by providing information and applying scientific expertise to solve problems in agriculture and the environment. CABI is an intergovernmental organization that can trace its origins back to 1910. Our 48 member countries guide and influence our core areas of work, which include International Development and Publishing.

We have over 500 staff based in 16 countries. We have offices in Brazil, China, Ghana, India, Kenya, Malaysia, Pakistan, Switzerland, Trinidad & Tobago, the UK, the USA and Zambia.

### **CABI's Knowledge Business**

CABI produces key scientific publications, including CAB Abstracts – the world-leading abstracting and indexing database covering applied life sciences. We also publish multimedia compendia, books, eBooks and full text electronic resources aiming to further science and its application to real life. CABI invests its publishing surpluses directly into development projects, helping to improve livelihoods worldwide.

### **International Development projects and research**

Through knowledge sharing and science, CABI helps address issues of global concern such as improving global food security and safeguarding the environment. We do this by helping farmers grow more and lose less of what they produce, combating threats to agriculture and the environment from pests and diseases, protecting biodiversity from invasive species, and improving access to agricultural and environmental scientific knowledge.

For more information go to [www.cabi.org](http://www.cabi.org) and [www.plantwise.org](http://www.plantwise.org)

## THE ROLE

<b>Job title:</b>	<b>Senior Instructional Designer</b> (six month contract)
<b>Reporting to:</b>	User Experience Designer
<b>Direct reports:</b>	None
<b>Key peer group:</b>	Plant Health Systems Coordinator, Marketing Manager, IT Development Operations, Technical Solutions, e-Learning Project Manager
<b>Location:</b>	Wallingford

### Purpose of the role:

The Instructional Designer will lead the development and implementation of e-learning plant health training modules based on existing face-to-face training content. The job holder will be expected to lead the design and production of the e-learning training, working in conjunction with a wide-range of stakeholders, particularly internal subject-matter experts and external developers.

### Key accountabilities:

- Lead on collaboration with staff, freelance designers and team members to develop a cohesive user interface based on identified target audience's training needs
- Work closely with external e-learning developers to produce the final product
- Develop and write innovative and interactive learning content to meet functional learning objectives in eLearning environments, applying tested instructional design theories, practices and methods
- Build appropriate assessment instruments to judge learners' performance
- Suggest and implement new and innovative solutions for the delivery of online training and support
- Responsible for creation of supporting material/media (audio, video, simulations, games etc.)
- Ensure functionality within the selected Learning Management System (LMS) and authoring tool
- Manage and maintain project documentation
- Undertake and ensure testing and quality assurance of final product

## CANDIDATE PROFILE

We are seeking an experienced and dynamic Senior Instructional Designer with a background in a learning technology environment. The ideal candidate will have knowledge of SCORM and AICC standards and strong knowledge of writing and developing content for different LMS.

### Knowledge, Skills and Experience

- At least 3-5 years' experience in instructional design
- Strong background in writing and developing training and educational e-programs
- Experience with the latest technology for training and education: solid knowledge of working with at least one LMS
- Proven expertise in instructional design and working closely with key contacts
- Proven ability to write effective copy, instructional text, audio/video scripts

### Education & Qualifications

- BA or MA degree in instructional design, educational technology or similar (desirable)

### Personal Characteristics

- A team player with good interpersonal and communication skills
- Self-motivated
- Robust with the operational grip and capacity to handle a demanding workload
- Good personal organisational skills
- Ability to work independently and remain focussed
- Ability to work well with colleagues, customers and partners globally

#### NOTE

This job description is not intended to be exhaustive. It is expected that the post holder and CABI will adopt a flexible attitude and accept that the duties may have to be varied according to circumstances, in particular changing corporate requirements and individual development needs.

## EQUAL OPPORTUNITIES

CABI is an equal opportunities employer and welcomes applications from candidates irrespective of age, gender, race, colour, nationality, ethnic or national origin, disability, religion, sexual orientation or marital status. No applicant will be disadvantaged by conditions which cannot be shown to be justified and selection will be based on merit.

## HOW TO APPLY

To apply please send a covering letter detailing how you meet the candidate profile and a full CV quoting Job Reference 25/2017 to [recruitment@cabi.org](mailto:recruitment@cabi.org) Please state where you saw this advertisement.