

## Instructional Designer

Location: Flexible (Washington, D.C. Preferred), Full-Time, Permanent

Typical Salary Range: \$70,000-\$80,000

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### About Education Design Lab

Education Design Lab (“The Lab”) is a national nonprofit, an innovation engine that designs, tests, and implements unique education models and digital credentials that address the rapidly changing economy to ensure **equitable** outcomes for learners and earners. The Lab has partnered with some of the most aspirational institutions, and often their ecosystem partners, as they consider how to design their offerings to serve learners flexibly with more data-driven, human-centered models, processes and tools. Our biggest areas of work include improving career pathway visibility for [New Majority Learners](#), micro-pathways, 21st century skills assessment and implementation, micro-credentials, alternative on-ramps to degree, upskilling workers, and training higher education leadership teams in change management and agile prototyping.

The Lab is unlike other organizations in the nonprofit education space. We are boundary-spanners and work across disciplines and alongside schools, employers, entrepreneurs, government, foundations, nonprofits, and innovators. We are known for our work on the ground and have significant experience managing national and local learning cohorts, working with organizations such as Ascendium, The Lumina Foundation, the Bill and Melinda Gates Foundation, the League for Innovation in the Community College, Walmart Foundation, American Council on Education, and the ECMC Foundation. To learn more about the work we do and what we care about, visit [www.eddesignlab.org](http://www.eddesignlab.org), and follow us on Twitter [@eddesignlab](#).

### About the Instructional Designer Role

The Instructional Designer will play a key role on the Lab’s Programs Team and report directly to the Head of Design. You will be responsible for prototyping, designing and building effective and engaging digital learning environments, modules and opportunities for our growing team of Education Designers and, eventually, external partners and the broader community interested in our processes and capabilities. You will have enthusiastic colleagues at your disposal who will partner with you to create a plan and timeline for building, testing and deploying content. In this role, you will have flexibility to

design the learning experiences, modules, bursts and put your creative capabilities to work. We have ideas, but we will rely on your expertise to help us create engaging experiences, as well as mechanisms to track engagement and impact.

## **Responsibilities of the Instructional Designer**

Primary tasks will fall into the following categories:

- **Instructional Design:** You will examine existing content and help us find ways to turn them into engaging learning experiences that have a superior user experience and map directly to our learning outcomes.
- **Iteration:** You will engage in iterative feedback cycles with members of the Lab's Programs team to continuously test and improve the look and feel of the learning experiences.
- **Project Management:** You will develop and track the development of the learning experiences.
- **Leadership:** You will be comfortable managing up, making recommendations regarding processes and opportunities for the Lab.

## **Qualifications and Experience**

Successful Candidates will have a majority of these skills or qualifications:

### **Instructional Design**

- Can quickly learn and fluently navigate instructional technologies
- Able to make sense of and effectively implement available features and functionality within instructional technologies, including an LMS
- Understand how to design learning experiences that are competency-based
- Create effective visual assets to accompany instructional materials
- Experience designing content in Articulate (Storyline, Rise) or Adobe (Captivate) or similar
- Certification in Instructional Design or equivalent experiences and/or training

### **Project Management**

- Develop and implement project plans, schedules, and milestones aligned with broader project deliverables
- Activate and collaborate with Education Designers on the Program Team as partners who can help you storyboard and pressure test ideas

### **Other (21st century skills)**

- Excellent organizational and follow through skills
- Possess a natural tendency to initiate and willingness to test ideas, try different things
- Openness and ability to write, iterate, and revise work as needed
- Able to both implement and offer constructive feedback
- Strong oral and written communication skills; ability to communicate ideas and information with clarity and precision. Can also communicate progress and barriers effectively and timely.
- Demonstrate strong critical thinking and creative problem solving skills

Data shows that women and BIPOC candidates more frequently do not apply to a job because they don't feel that they meet all of the qualifications listed. Our job descriptions are general overviews, not a mandatory comprehensive list. If you feel passionate about our efforts and believe that you have the skills to succeed in this role, we want to hear from you!

Additionally, given the Lab's mission and programming, applicants with lived experience as first-generation college students, community college students, those who attended minority-serving institutions (HBCUs, HSIs, AANAPISIs etc.), those who have experience as non-traditional students, and other underserved populations, are particularly encouraged to apply for this role. We do not require a college degree for our applicants for the Instructional Designer role.

### **Location**

Due to the COVID-19 pandemic, the Lab is currently operating in a hybrid-work environment where team members are working remotely from their home offices. Greater Washington, D.C. Metro Area based employees have the option to work from our offices located in Dupont Circle, downtown DC in accordance with the office policies which are updated regularly with COVID-19 restrictions to prioritize the health and safety of our team members. Similarly, Lab staff are traveling as needed in accordance with our travel policy to ensure safety and comfort.

### **Application Instructions**

To apply, please submit a cover letter and resume using the [form linked here](#) as soon as possible. Applicants will be reviewed on a rolling basis until the position has been filled. If you have any questions, please feel free to contact us via email at [careers@edddesignlab.org](mailto:careers@edddesignlab.org).

### **Equal Opportunity Employer**

For this role we are encouraging Black people, Latinx people, indigenous people, people of color, first generation graduates, people with disabilities, members of the LGBTQIA community, veterans and people with experience with community colleges to apply for this role. The Education Design Lab is an equal opportunity employer; applicants are considered for all roles without regard to race, color, religious creed, sex, national origin, citizenship status, age, physical or mental disability, sexual orientation, marital, parental, veteran or military status, unfavorable military discharge, or any other status protected by applicable federal, state or local law.