WILLIAM H. SADLIER, INC
JOB DESCRIPTION

Position: Associate Instructional Designer
Department: Digital Strategy
Reports To: Senior Director, Digital Strategy

Summary:

Working with the Director of Digital Strategy and other Instructional Design staff, manage Sadlier digital product functional specifications, with particular responsibility for the requirements gathering and acceptance phases. Key stakeholder in life-span development of digital products, including requirements gathering, deliverables acceptance, and assisting and troubleshooting through production to delivery, and for influencing successful implementation of product strategy across Publishing. Partners with language arts, math, and religion publishing teams to plan and execute towards specific releases, using design thinking and analytics to ensure customer-centered product positioning and to lead user experience design. Ensures alignment of same to the Sadlier product and platform roadmaps, treating all releases as part of a coherent portfolio. The goal is to facilitate a family of well-designed educational experiences while promoting effective production ramp-up and execution. Success in this position will be seen immediately in successful requirements gathering and acceptance of product functional specifications by internal customers, as well as increased digital product planning and product delivery from the Digital Strategy department overall, and over time in successful product launches, increased digital revenues, improvements in digital production, and on-time delivery of programs that engage learners and increase learning outcomes.

Core Responsibilities:

Instructional Design

- Manage the experience design of engaging digital learning activities and new product offers that enhance retention and transfer of knowledge. Apply tested instructional design theories, practice and methods to define the final product
- Define the User Experience (UX) and functional User Interface (UI) for interactives and digital delivery platforms, in close cooperation with Sadlier vice presidents, research and development staff, graphic design, and other members of the product teams.
- Support the stages and expectations of product planning (for example, for requirements, schedules, budgets)
- Work with developers to ensure effective implementation. Originate and manage functional specifications.
- Lead functional user acceptance testing by defining acceptance criteria.

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- Support and participate in instructional research and analysis on learners and contexts. Curate feature requests and other backlog items as they emerge from Sadlier stakeholders.
- Facilitate the end-end process of product scope definition and management from elicitation of product vision, identification of key user roles served, definition of use cases satisfied, creation and testing of storyboards, mockups and prototypes, to definition of market-facing samplers.

Release definition & management

- Collaborate with publishing, marketing, and sales to execute digital publishing in disciplines and ensure consistency across digital product offerings and digital delivery platform functionality. Support budget estimation for investment estimates and pre-implementation activities at the publishing program level.
- Collaborate with Program Managers to ensure effective monitoring and control of digital projects. Conduct digital project initiation, originate work breakdown structures, and otherwise support effective digital projects.
- Conduct supplier management as needed on a per-project basis
- Support Shared Services departments by including their needs during product and systems design, and responding to their queries and needs during the refining of specifications and through component production.
- Produce and maintain digital specifications and style guides for digital products and digital delivery platform.

Product Strategy

- Support the promotion and communication of the vision, roadmap, and release plans to all parts of the business
- Promote awareness of customer interest and opportunity through reports and presentations based on data streams

Change agency

- Be a change agent in the adoption of design thinking and analytics-informed analysis
- Promote awareness of industry trends and methods. Proactively keep own knowledge of same up to date.
- Contribute to the rapid acceleration of digital product plan, and all its elements, delivery from the Digital Strategy group.

Company is an Equal Opportunity/Affirmative Action Employer.

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- Collaborate with project and program management to support Future State Publishing rollout and set baseline durations

Education, Experience, Skills Required:

- Proven working experience in instructional design with instructional technology
- Excellent knowledge of learning theories and instructional design models
- Lesson and curriculum planning skills
- Collaborative, team orientation
- *Preferred:* Degree in instructional design, educational technology, or similar

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