

Instructional Technology Specialist I

The not-for-profit Center for Regional Economic Competitiveness (CREC) is seeking an Instructional Technology Specialist to update, enrich, and improve a suite of software-training courses. Under the direction of the staff's lead ISD, this multimedia curriculum developer will revise several video-based, asynchronous eLearning courses that support a national professional network in their use of essential software tools. They will incorporate updates relating to a new software user interface (UI) and carry out a broad-scale revision process—adding new course elements, improving accessibility, and enhancing learner experience (LX). The community of adult learners served by these courses performs a critical public service, developing economic projections for state economic and workforce development agencies. This is an exciting opportunity to apply best practices to eLearning design, while building from an extensive body of existing content and collaborating with dedicated subject matter experts.

CREC (www.creconline.org), based in Arlington, VA, provides information and technical assistance to public policy makers and practitioners to formulate and execute innovative job-creating economic strategies in communities across the U.S. CREC conducts research, provides technical assistance, offers expert advice, delivers training, and offers leadership to economic development, workforce development, and higher education practitioners and policymakers. CREC also manage several small associations, providing training and skills to researchers in these fields. This position would primarily support one of those associations. Over time, however, this specialized eLearning development role will expand to serve other learning and training initiatives across the associations we serve.

While this position will offer some work-from-home flexibility, applicants should be based in the Washington, D.C., metro area and prepared to work from CREC's Rosslyn office.

Along with cover letter and resume, please submit a link to an online portfolio that demonstrates eLearning authoring, video-editing, graphic design, and writing skills.

Permission to work in the USA is required.

Minimum Qualifications

- Master's degree in Instructional Systems Design; or bachelor's degree in Curriculum & Instruction, Educational Technology, or related field, plus one year of relevant experience.
- Experience authoring eLearning modules using Articulate Storyline.
- Demonstrated ability to publish/manage courseware and users in the Moodle Learning Management System (LMS)
- Experience producing instructional videos in Camtasia, using editing, annotation, audio/visual enhancement, and animation tools.
- Experience working with image-editing applications (e.g., Photoshop, Illustrator, Snagit) to create digital content.
- Demonstrated ability to integrate technology through the creation of eLearning modules that use appropriate software tools and programs to meet learning objectives and time/budget constraints.
- Ability to support a professional community of practice, in creating and delivering eLearning modules that use evidence-based principles for effective adult learning.

- Proficiency in graphic design for marketing purposes (i.e., combining graphics and copy effectively, using tools like Canva or Photoshop).
- Demonstrated ability to write clear learning objectives and refine/improve curriculum design.
- Excellent written and oral communications skills.
- Ability to meet project milestones and deadlines independently, as well as collaborate with a team.

Preferred Qualifications

- Advanced video editing and animation experience, using applications like Adobe Premiere Pro and Adobe After Effects.
- Demonstrated interest in helping public or nonprofit practitioners gain skills through e-learning and hybrid learning methods that support their customers (e.g., businesses, jobseekers, public agencies, or similar).
- Proficient project management skills, including experience coordinating multiple projects.
- Experience with graphic design and basic visual-design principles
- Interest in developing multimedia expertise to support other areas of the organization's training initiatives and outreach to member associations.
- Experience developing software training—especially with helping software users adapt to new delivery formats or user interfaces.

To apply: Send resume and cover letter (including a link to your online portfolio) to Sean McNamara, COO, at sam@crec.net