Job Description: Instructional Designer

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Contents

Job Description: Instructional Designer....2
Reporting....2
Role Overview....2
Key Responsibilities....2
1. E-Learning Design & Development....2
2. Digital Learning Asset and Multimedia Development 2
3. Learning Platform Content Implementation. 3
4. Quality Assurance & Continuous Improvement 3
Qualifications & Professional Background....3
Experience....3
Knowledge & Skills....4
Personal Attributes....4

Job Description: Instructional Designer

Reporting

Reports to: Design and Development Manager

Role Overview

The Instructional Designer is responsible for designing and developing engaging learning content for Cenit College programmes.

The Instructional Designer transforms approved curriculum and subject matter expertise into engaging digital and classroom-based learning through instructional design, multimedia and learner-focused content, using a creative, agile approach to balance quality, development speed, budget and resources within agreed deadlines.

Working closely with the Design & Development Project Manager, Curriculum Designers, Programme Leads, SMEs, and the wider Design and Development team, the Instructional Designer creates and maintains learning materials that support learner engagement, accessibility, and achievement.

Key Responsibilities

1. E-Learning Design & Development

- Design and develop online learning content in line with approved curriculum specifications and programme requirements.
- Create course structures, learning pathways, and instructional designs that support effective online learning.
- Translate curriculum and SME input into engaging, accessible, and learner-focused digital content.
- Produce storyboards or prototypes and design documents, consult effectively with SMEs, technical reviews, feedback, amendments and sign-off.
- Review and update existing learning materials to ensure continued relevance and quality.
- Design classroom-based, online and blended learning materials, including tutor guides, presentations, learner workbooks and facilitated activities.

2. Digital Learning Asset and Multimedia Development

- Produce multimedia learning resources, including graphics, video and audio content, audio narration, podcasts, and supporting accessible formats.
- Create, edit and publish digital learning packages in authoring tools such as Articulate, including SCORM-compliant packages, to support knowledge transfer and learner engagement.
- Ensure multimedia content meets Web Content Accessibility Guidelines (WCAG) and quality standards and is inclusive of learners with additional needs such as dyslexia or visual impairment.
- Maintain consistency in visual design and learner experience across programmes.

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- Create graphics, interactive activities, knowledge checks, and other supporting learning resources.
- Design digital learning experiences that encourage participation, engagement, and retention.
- Support the development of assessments and applied learning activities where required.
- Ensure learning assets align with programme objectives and learner needs.

3. Learning Platform Content Implementation

- Build, configure, and publish approved learning content within Moodle course environments.
- Apply agreed templates, layouts, and content standards.
- Configure learning activities, resources, quizzes, and learning pathways within established course structures.
- Test content, links, media, navigation, and learner journeys prior to release.
- Identify and report platform configuration, access, or technical issues to the Digital Learning Coordinator.
- Support user acceptance testing and quality reviews of learning materials.

4. Quality Assurance & Continuous Improvement

- Apply agreed instructional design standards, templates, and development processes.
- Participate in content reviews and quality assurance activities.
- Identify opportunities to improve learner experience, accessibility, and digital engagement.
- Contribute to the continuous improvement of development workflows and standards.
- Ensure projects are completed to agreed timelines, balancing quality with efficiency and speed of development.
- Contribute to the development and maintenance of Design and Development templates and reusable learner and tutor resources.

Qualifications & Professional Background

- Degree or equivalent professional experience in instructional design, e-learning, education, digital media, or a related field.
- Relevant qualifications or professional development in learning technologies, multimedia production, or instructional design are desirable.

Experience

- Experience designing and developing online learning content.
- Experience creating multimedia learning resources and digital learning assets.

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- Experience working with Learning Management Systems, particularly Moodle.
- Experience collaborating with subject matter experts and curriculum specialists.
- Experience using e-learning authoring tools such as Articulate to build and publish SCORM packages.
- Experience designing classroom-based or blended learning programmes.
- Experience delivering multiple learning design projects to deadline and within budget.
- Experience using AI tools in the development of learning content (desirable)

Knowledge & Skills

- Strong instructional design and content development skills.
- Knowledge of adult learning principles and online learning best practice.
- Working knowledge of instructional design models such as ADDIE, Backward Design, Constructive Alignment, Bloom's Taxonomy and UDL.
- Knowledge of WCAG and inclusive design practice.
- Strong multimedia production and editing skills.
- Experience with learning technologies and digital content creation tools.
- Strong attention to detail and organisational skills.
- Excellent written and verbal communication skills.

Personal Attributes

- Creative and learner-focused.
- Highly organised and able to manage multiple priorities.
- Collaborative and responsive when working with SMEs and project teams.
- Committed to producing high-quality learning experiences.
- Adaptable and comfortable working within evolving development priorities.
- Agile and solutions-focused, balancing creativity and quality with efficiency and deadlines.

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