



Senior Instructional Designer

A Senior Instructional Designer (ISD) for The Center for Leadership Studies (CLS) is responsible for conceptualizing, designing and developing innovative learning products for our client partners and internal team members. Within the Product Development department, the ISD collaboratively designs cohesive, dynamic learning experiences that incorporate adult learning theory, user experience, design thinking, learning styles and data analytics. The ISD will work closely with the Enterprise Account Executive, Senior Learning Consultant, Custom Solutions Project Manager and will be directly managed by of the Vice President of Product Development.

Key Responsibilities:

- Provide consultative expertise to develop tailored and custom experiential learning solutions that meet unique and specific client requirements
- Develop digital and print deliverables such as storyboards, high-level design outlines, presentations, scripts, workbooks, handouts, job aids, Facilitator Guides, e-learning courses, user guides, microlearning, etc.
- Apply leading-edge instructional design methods with the effective use of technology to produce innovative learning solutions
- Collaborate with SMEs and stakeholders to build iterative design documents and prototypes, incorporating multiple rounds of stakeholder and subject matter expert feedback to optimize the solution
- Ensure alignment with internal and external stakeholders on project plans and development to execute a solution that is congruent with overall project goals
- Assist with design and development of RFPs and marketing-related materials
- Analyze, design, develop, implement, and evaluate learning solutions using instructional systems design principles and adult learning theory



- Develop and implement performance analysis and needs assessment strategies to ensure learning solutions are designed to meet the needs of target audiences
- Develop and implement evaluation instruments and reports
- Partner with Product Development team members to support the graphic design, Quality Assurance, and production process on each project
- Ensure 100% accuracy and timeliness of deliverables to client
- Assist with marketing initiatives, article authoring, and award submissions

Requirements:

- 5-8 years' experience in the in the leadership development space, designing and developing cohesive, innovative multimedia blended learning solutions
- Proven success in crafting personalized learning solutions and customized curriculum design/competency mapping
- Demonstrated track record of developing a variety of learning modalities such as eLearning modules, virtual learning, instructor-led, performance support aids, microlearning, simulations, video and collaborative learning environments
- Expert-level proficiency in writing and editing content for learning materials, including scriptwriting and marketing copy
- Proficient in learning management systems and terminology, e-learning authoring tools and designing to learning industry standards (SCORM/AICC/xAPI/etc.)
- Ability to collaborate with a diverse range of internal and external stakeholders and cross-functional team members in ever-changing, project-driven environment
- High attention to detail and the ability to manage multiple projects and timelines with flexibility and responsiveness
- Proficient with Microsoft Office Outlook, Word, Excel, and PowerPoint

Preferred Requirements:

- Currently living in the Raleigh/Durham area
- Experience designing for LXP



- Rapid content development skills using tools such as Storyline, Rise, InDesign, Adobe CC

Company Culture and Benefits:

The Center for Leadership Studies (CLS) is a performance-based culture built on trust and respect. We offer a competitive and attractive compensation package, including:

- Comprehensive medical benefits/coverage
- Flexible Time Off
- Flex Time & Flexible Workplace options
- Paid Maternity & Paternity leave
- Generous Annual Holiday calendar
- Educational assistance
- Highly collaborative and positive workplace
- A company focus on culture

Company Overview:

For more than 50 years, The Center for Leadership Studies (CLS), founded by Dr. Paul Hersey, has been the global home of the original Situational Leadership® Model. With over 14 million leaders trained, Situational Leadership® is the most successful and widely adopted leadership model available. Deployed in more than 70% of Fortune 500 companies, Situational Leadership® transcends cultural and generational differences and equips leaders around the globe with the skills necessary to address a specific challenge, drive behavior change and increase productivity. CLS' diverse product portfolio includes a comprehensive off-the-shelf leadership curriculum founded on our proven, research-based competency model. In addition, CLS has more than 25 years of experience designing and developing award-winning custom training solutions.

CLS services customers both domestically and internationally through an extensive network comprised of over 200 learning professionals in more than 35 countries. Our global affiliates



and facilitators understand the nuances present in each culture, allowing for the delivery of innovative, high-quality training programs in localized languages.

Our Values:

At The Center for Leadership Studies we view each customer opportunity as a long-term partnership. In such relationships, we believe that the values of the people that you choose to do business with can have an equal impact on the success of your learning endeavors as can the technical skill sets. Put a different way, we feel it's important for you to know who we are and what we stand for. Below are the values we strive to live by each day. They represent the expectations that we have for each and every CLS team member:

Be Responsive: Service is Inside and Out

Do what you say you are going to do when you say you are going to do it. Don't over promise and never under deliver.

Embrace Teamwork: Invest in Others

Strive to continually develop and nurture your base of personal power.

Own Your Actions: Take Personal Responsibility

Follow through on your commitments with relentless attention to detail, completion and results.

Maintain Your Integrity: Do the Right Thing

Communicate openly and honestly: Develop a reputation grounded in personal and professional credibility.



Have Fun: Take a Minute to Smile

Enjoy the journey (celebrate victories; keep setbacks in their proper perspective). Embrace the fact that work and fun are NOT mutually exclusive terms.

For additional information, please direct inquiries to jobs@situational.com.