



Instructional Architect

Job Description – June 2010

Toolwire, Inc. is a learning solutions provider specializing in products and services for experiential learning. Toolwire's hands-on Live Labs and Scenarios provide on-demand, personalized practice with live systems for blended training initiatives for the higher education market. "Learning by doing" provides the quickest and most effective way to develop skills and ensure ongoing competency with technology. The company is headquartered in Pleasanton, CA. For more information, please visit www.toolwire.com.

The **Instructional Architect** position reports to the Director of Instructional Design and Technology and is responsible for providing instructional design and development oversight for a range of Toolwire experiential learning labs. The primary function of this individual contributor position is to construct learning solutions in line with client expectations and desires and to effectively communicate these instructionally sound designs to development teams. This position will work directly with internal resources, as well as third party vendors to source the development of all levels of Toolwire experiential learning labs as they relate to the higher education space. This role will work with the Director of Instructional Design and Technology to understand and assure the appropriate incorporation of all direction around lab creation. This position will provide ongoing project management of all labs in which they are involved and will serve as the primary contact for clients throughout the design and development process.

Objectives will include, but are not limited to, the following:

- The candidate must be a team player, have demonstrated presentation skills, strong business acumen and a definite understanding of the education services, training and/or eLearning industry.
- Proficiency in instructional design with the ability to creatively address a wide spectrum of learning needs.
- The candidate must thrive in a position that requires proficiency in multi-tasking and working at great speed and possess a record of successful development of engaging eLearning and lab products.
- In addition to being an energetic, charismatic professional, this person will possess a persuasive, dynamic, straightforward, self-starter personality as well as excellent client facing communication skills.

Key Responsibilities will include development and execution of the following deliverables on a monthly/quarterly basis:

- Lead Co-collaboration Development Workshops with current and prospective clients
- Interface with University Instructional Design Staff and SME's to envision Toolwire lab inclusion
- Write and present Toolwire Assignment Mapping document to University Instructional Design staff and Subject Matter Expert (SME) resources and gain sign-off on lab mappings
- Work with development teams to communication vision and direction of all labs
- Serve as the primary point of communication between the university development staff and internal project management
- Day to day project management of new and ongoing course lab development



- Assist the assigned Account Representative to further penetrate the targeted University, driving adoption of Toolwire products in additional courses through networking, presentations, internal workshops, and general marketing within the university

In order to achieve success in this role, candidates must meet or exceed the following qualifications:

- College degree plus 5+ years experience in instructional design, project management, and presales functions
- Experience in, and/or knowledge of, the Higher Education market is desirable
- Self-motivated, flexible and able to work in a team environment with minimal supervision
- Strong interpersonal skills to interact with clients, management, and peers
- Excellent written communication skills to produce various design and reporting documents, as well as client communications
- Strong verbal communication skills, analytical and problem solving skills
- Competency in basic Windows Office products and proficiency with PowerPoint and Excel
- Very organized and detail oriented with strong project management skills