

Career Opportunity (May, 2025)

Instructional Designer, eLearning

Full-time remote

About JA Canada

JA Canada is the national office for Junior Achievement (JA) in Canada and a member of JA Worldwide. JA Canada has been providing financial literacy, workplace readiness and entrepreneurship programs in partnership with the Canadian education system since 1955. Designed to inspire, prepare and help youth succeed, JA delivers over 445,000 learning experiences annually to youth across Canada via a network of 14 offices from coast to coast.

In pursuit of greater reach, relevance and impact, JA Canada is committed to reimagining and revitalizing learning resources through leveraging new technologies and exploring alternative delivery models. The JA Campus, launched in 2020, has more than 100 eLearning and facilitated program experiences for teachers and students in grades 3-12. If you're looking to join a progressive, impactful learning organization JA Canada might be the place for you!

About the Role

The Instructional Designer, eLearning is responsible for developing and enhancing digital learning resources to support user experience on JA Campus Moodle, classroom and self-directed learning experiences. This role involves conducting research to identify best practices, collaborating with educational experts, and updating existing eLearning content to increase interactivity and relevance. The Instructional Designer, eLearning will design new learning content for various educational levels, create resources for educators, and ensure materials are accessible and inclusive. Additionally, they will manage content within the LMS (moodle), conduct quality checks, and collaborate with IT to optimize system functionality. Expertise in Articulate Storyline, Moodle, HTML and other educational technologies is required, along with a strong understanding of AI tools that can enhance learning development. A strong grasp of digital literacy skills and the ability to leverage technology in learning are essential for the successful candidate. With an understanding of educational priorities across Canada, you will play a pivotal role in enhancing the quality of learning we offer.

As an Instructional Designer, eLearning you will work with the Programs and Charters services department and report to the Sr Instructional Designer. Depending on the project, you may work independently or be required to work collaboratively with the network and/or external vendors and interest holders.

A summary of work includes, but is not limited to, the following:

Digital Learning Resource Development:

- Conduct thorough research to identify best practices and current trends in digital learning resource development and education.
- Collaborate with educational experts and stakeholders to align learning outcomes with curricula goals and objectives.
- Review and update existing eLearning content to enhance interactivity, relevance, and alignment with curricula standards.
- Develop new digital learning resources for self-directed, facilitated, and blended learning experiences for Junior, Middle, and High school students.
- Design enhancements to support user experience on JA Campus Moodle and other platforms.
- Create resources to support educators and volunteers, including lesson plans and instructional materials.
- Ensure all digital content adheres to Web Content Accessibility Guidelines (WCAG) to promote inclusivity and enhance the learning experience for all students.

Outcomes Measurement and Evaluations:

- Design and develop digital assessment tools to integrate with online learning experiences to effectively measure engagement and student performance.
- Analyze assessment data to identify trends, gaps, and areas of improvement in student engagement and learning.

Content Management:

- Utilize the LMS (Moodle) to upload and organize multimedia elements, course modules, assessments, and interactive components.
- Ensure all uploaded content adheres to JA Canada's design and quality standards, including proper formatting, accessibility, and functionality.
- Conduct quality checks to identify and resolve any technical issues, broken links, or outdated information within the LMS.

- Implement version control and manage content archives to ensure accurate historical records of course iterations.
- Collaborate with the IT team to address technical issues, ensure system stability, and optimize the user experience on the LMS.

Experience and Qualifications:

- Minimum three years of experience in youth education or relevant course design and development.
- Instructional design and education background, or equivalent experience.
- Familiarity with best practices for learning content design, development, and delivery for facilitated, eLearning, and blended learning models.
- Competency with Articulate 360 (Storyline and Rise), iSpring Presenter, Vyond, Adobe Suite (InDesign, Photoshop, and Illustrator specifically), and Canva.
- Experience leveraging AI tools for development and a good understanding of effective and ethical use of AI.
- Competency working in Moodle and WordPress.
- Working knowledge of HTML 4 & 5.
- Demonstrated ability to effectively manage end-to-end learning content development from identifying needs through to development and impact assessment.
- Demonstrated ability to build and manage subject matter working groups and teams of contributors as needed.
- Facilitation experience is an asset.
- Fluency in English and French would be an asset.

Application Process

To apply for the position of Instructional Designer, eLearning please submit your resume, a cover letter outlining your relevant experience, and any supporting documents or qualifications to careers@jacanada.org with “Instructional Designer, eLearning” as the subject. Please note direct LinkedIn applications will not be considered. Candidates are encouraged to apply as soon as possible. The posting will remain active until a candidate is selected.

JA Canada is committed to an inclusive, diverse, equitable and accessible environment where differences are valued and respected in all areas of our business. We welcome and encourage applications from people of all backgrounds and abilities. Accommodations are

available on request for candidates taking part in all aspects of the selection process. JA Canada will not discriminate on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed (religion), sex (including pregnancy and gender identity), sexual orientation or identity, disability, age (18 and over), record of offenses for which a pardon has been granted, marital status (including same sex partners), family status (being in a parent-child relationship), or any other grounds prohibited by the Ontario Human Rights Code.

We thank all candidates for their interest in advance. An offer of employment with JA Canada is conditional upon the successful completion of a background verification check, subject to applicable laws and regulations. If you think this role is a good fit for you we encourage you to submit your resume with a cover letter that highlights alignment to the position qualifications to careers@jacanada.org. A portfolio of past work is considered an asset. The posting will remain open until a suitable candidate is secured.