



Title:	Learning Experience Designer	ID:	
Department:	Member Training	Reporting To:	Manager, Member Training
Pay Grade:	8	Updated:	July 20, 2023
Range Min:	\$65,096	Range Max:	\$97,644

Position Summary

Reporting to the Manager of Training, the Learning Experience Designer utilizes specialized authoring technology, evolving adult learning and instructional design techniques, and tested operational best practices to identify and fill gaps in member learning and professional development. The Learning Experience Designer is responsible for all aspects of the creation, updating, and tracking of instructional materials as well as overseeing the planning, implementation, delivery, and evaluation of a variety of member learning opportunities.

This individual is a professional with a passion for making a difference. Their experience in working with multiple stakeholders to develop engaging learning experiences is key to success in the role.

You are collaborative and creative with a keen eye for detail, bringing with you an excellent knowledge of trends in the field of learning and development, eLearning development tools, assessment and evaluation models, methods, and techniques. You can manage multiple priorities, produce quality work, and be persistent in overcoming barriers.

Responsibilities

Educational offering development and updates (60%)

- Develop ITL courses (in-person and virtual delivery) including supporting materials (facilitation guides, facilitation aids, assessments, learning activities, participant guides, etc.).
- Develop eLearning utilizing authoring (Articulate Storyline/Rise), video editing (Camtasia), voice-over (WellSaid) and other software.
- Administer the LMS system ensuring content is always current and functional and learner outcomes are adequately monitored.
- Design and develop training solutions using ADDIE/SAM/AGES models and incorporating appropriate project management practices.
- Apply tested instructional design theories, practices, and methods; stay current with ID methodologies and technological change.

- Identify member learning gaps, provide/propose solutions, and design new or update current courses to fill the need.
- Research content, liaise, and manage SMEs (subject matter experts) to identify the depth/breadth and content of courses.
- Stay abreast of changes in the real estate landscape and legislation.
- Manage, update, and track course content to ensure it accurately reflects industry changes, local markets, and timeliness.
- Plan/schedule courses and instructors balancing member needs, instructor availability, and timing/budget constraints.
- Support of REBRES training initiatives (Pillar 9™ training, provincial courses, etc.).
- Write compelling course descriptions and promotional messages.
- Develop course promotion strategies and coordinate with the communications department to execute/evaluate.
- Support internal CREB® staff training initiatives and stakeholder training (BoD, PSAT, etc.).

Speaker selection and booking (25%)

- Source, evaluate, negotiate, and contract speakers to present on relevant and engaging topics.
- Engage with and develop working relationships with external real estate stakeholders (REIX, RECA, AMBA, PHBI, etc.).
- Work within the speaker budget to provide the best value to membership (and organization).
- Monitor and evaluate speaker seminars.
- Maintain professional relationships with speakers.
- Develop speaker promotion strategies and coordinate with the communications department to execute/evaluate.
- Edit speaker session descriptions and promotional messages.
- Support the professional development of membership by planning, implementing, and evaluating informational and networking events including Munch & Mingles for brokers, new professionals, and general membership.
- Support the planning and implementation of important CREB® events such as Forecast; support of other events as required.

Administration support (5%)

- Course and speaker session administration and delivery coverage as needed.
- Monitor and respond to the training department inbox and phone line coverage as needed.

- Support members (and non-members) in registering and cancelling courses.

Other tasks and responsibilities (10%)

- Support instructor recruiting, auditing, training, and coaching. Including coordinating annual instructor training and fall meeting.
- Prepare reports and metrics to track training goals (department goals).
- Status reports and team meetings.
- Overall LMS management and coordination with CREA/Docebo.
- Contribute to the assessment of risks/opportunities/impacts when considering new work, practices, or policies within the department.
- Contribute to the assessment of risks/impacts and assist in mitigation implementation.
- Support an environment of cross-department collaboration, knowledge sharing and learning.
- Evaluate existing and new processes to suggest opportunities to enhance quality and efficiencies.
- Other duties as assigned by Manager.

Education Requirements

Post-secondary specializing in Adult Education, Instructional Design and/or Human Resources plus relevant experience, or equivalent.

Years of Experience

5-7 years in Training Administration, Instructional Design and Delivery, and/or Adult Education.

Other Certifications/Licenses (preferred): Certification in Training, Adult Learning, Web-based Training/eLearning, Content Creation, or Instructional Design.

Additional Qualifications

N/A

Core Competencies – What We Value Most

Service

- Putting the interests and needs of our members at the forefront of our interactions.

Excellence

- Continuously improving our work and ourselves to meet increasing expectations.

Professionalism

- Holding each other to high professional standards that earn member and consumer trust.

Community

- Building and nurturing a diverse, inclusive and equitable community of professions that are better together.

Listening

- Asking members what they need and responding to the collective interest of the community.

Advocating

- Proactively protecting and enhancing the interests of our members.

Skills and Abilities

Weight

Project Management

25%

Manages each stage of a project to ensure that commitments are met in a manner that is timely and within budget. Clearly defines roles and responsibilities, determines necessary resources, and monitors project performance through appropriate systems and procedures. This is distinctly different from individuals who fail to assess and define roles needed to complete a project, do not secure adequate resources, do not monitor ongoing progress or spend too much time on one project and not enough on each of multiple projects.

Communication

25%

Communicates effectively and appropriately. Uses good judgment as to what to communicate to whom as well as the best way to get that accomplished. Speaks in a clear and credible manner, selecting the right tone for the situation and audience. Listens to others and allows them to make their point. This is quite different than those who tend to select the wrong means of communicating, or who communicate information to inappropriate people. It also contrasts with those whose messages are not clear or lack credibility, as well as those who demonstrate poor listening skills and are unreceptive to feedback.

Technical Skills

25%

Possesses the technical skills and knowledge required to perform essential tasks in an efficient and effective manner. Demonstrates the willingness and ability to train or coach others in the technical arena. This is quite different than those individuals who lack technical skills or knowledge and/or have failed to demonstrate a willingness and ability to train others to perform well in technical assignments.

Quality of Work

25%

Has established a track record of producing work that is highly accurate, demonstrates attention to detail and reflects well on the organization. Is personally committed to high quality work and encourages others to have similar standards. This differs from those who cannot be relied upon to produce high quality work, pay little attention to detail, show little pride in a job well done and/or set a poor example for co-workers or direct reports.

Skills and Abilities - Additional Information

- Proficiency with Microsoft Office Suite.
- Experience using eLearning authoring and virtual delivery tools (E.g. Storyline articulate, Camtasia, Zoom, etc.).
- Knowledge of adult education principles and learner-centred design
- Technical writing, editing and proofreading.
- Excellent organizational, teamwork and interpersonal skills.
- Ability to work independently.
- Ability and flexibility to work alongside team members to ensure the timely completion of work deliverables.

Employee Statement of Understanding

I have read and understand the job description for my position. I am able to perform all of the essential functions of this position.

I agree to comply with the corporate compliance policy and all laws, rules, regulations, and standards of conduct relating to my position. As an employee, I understand my duty to report any suspected violations of the law or the standards of conduct to my immediate supervisor.

As an employee, I will strive to uphold the mission and vision of the organization. All employees are required to adhere to the values in all their interactions with customers and fellow employees.