

JOB DESCRIPTION

Working Title E-Learning Specialist		Name New	
Position Number New	Reports to Position No., Class & Level Team Lead	Division, Branch/Unit Consumer and Registry Services, Motor Vehicles & Registries Administration/Training & Accreditation	Ministry Service Alberta
Present Class		Requested Class Program Services 3	
Dept ID	Program Code	Project Code (if applicable)	

PURPOSE: Give a brief summary of the job, covering the main responsibilities, the framework within which the job has to operate and the main contribution to the organization (see Non-Management Job Description Writing Guide [Pages 7-8](#)).

Alberta is the only jurisdiction in North America where public registry services are completely offered through a network of individually owned private agencies. There are more than 220 registry agent locations where Albertans can access registry services. These registry agent locations vary significantly in size, transactional volumes and number of employees. Registry services include Motor Vehicles, Vital Statistics, Corporate Registrations, Land Titles, Personal Property Registrations and Alberta Health. Providing consistent, high quality service to Albertans while ensuring personal information is safeguarded through a private registry delivery system is unique and complex.

Reporting to the Team Lead, Training & Accreditation , the E-Learning Specialist works with a team that includes subject matter experts (SMEs), instructors, media developers and staff in the planning, design, development, implementation and evaluation of effective E-Learning courses and supporting materials for internal and external audiences. The E-Learning courses created by this position provide the necessary training to the registry agent network to better serve the Albertans. This position will also develop training for the external users of Registries Online Access Delivery System (ROADS) to ensure that they are trained to perform their duties under the requirements of Access to Motor Vehicle Information Regulation (AMVIR). The role also provides expertise with respect to establishing instructional design in an E-Learning environment, including developing curriculum, using adult learning theories, creating storyboards, and developing and implementing E-Learning evaluation.

RESPONSIBILITIES AND ACTIVITIES: The purpose of the job can be broken down in different responsibilities and end results. Each end result shows what the job is accountable for, within what framework and what the added value is. Normally a job has 4-8 core end results. For each end result, approximately 3-6 activities should be described (see Writing Guide [Pages 9-10](#)).

- Determining appropriate learning strategies to assist Registries users in providing efficient, confidential and convenient services to Albertans by:**
- Identifying learning opportunities, course goals, key learning objectives and evaluation methods for training material; gathering information to inform decisions about instructional strategies and media and technology.
 - Determining the learning environment, constraints, delivery options, available resources (including staff) and timing for course development.
 - Analyzing audience needs, existing knowledge and other relevant characteristics.
 - Applying adult learning principles in the design of learning content and in the development of instructional materials.
 - Monitoring and evaluating the effectiveness of program and course initiatives to determine future program directions, delivery methodologies and assessment mechanisms.
 - Analyzing information, including data from evaluation tools, and incorporating research into the development of various learning opportunities, in support of effective instructional strategies and presentations, quality and suitability of course content and materials, while considering impact and return on investment.

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Designing, developing, evaluating and revising training materials to assist Registries users in providing efficient, confidential and convenient services to Albertans by:

- Creating preliminary user interface and user experience designs, documenting instructional, visual and technical design strategy and identifying multimedia and graphical elements required to support learning content.
- Consulting with stakeholders and SMEs to develop content, and to meet course goals and address key learning objectives.
- Developing interactive E-Learning courses using specialized E-Learning Rapid Development software and manual coding in a variety of programming languages (as required).
- Implementing first use of training materials with learners, beginning with small batch testing to ensure learning application and website reporting functionality, followed by content editing, programming revisions, stakeholder reviews and approvals, and cumulating in full release of training program to all users.
- Completing formative and summative evaluations of E-Learning courses; designing and implementing online surveys; gathering and analysing feedback on the effectiveness of the E-Learning course in meeting the original instructional goals and learning objectives.

Providing strategic advice and expertise on the design, development, implementation and evaluation of Registries E-Learning strategy to stakeholders and Ministry staff by:

- Guiding and mentoring staff assigned to E-Learning teams to transfer and develop knowledge and skills relating to E-Learning applications, technologies and tools.
- Conducting research reviews to keep on top of emerging learning and development trends and information in order to recommend changes to current programming or to improve current programming based on emerging business needs. Developing and facilitating presentations to Ministry stakeholders and staff relating to E-Learning capabilities, tools and opportunities.
- Assisting with the design, testing and implementing of online databases and tools for use in the administration of the E-Learning training modules. Coordinating and facilitating client training and application acceptance testing.
- Analyzing data from evaluation tools, and incorporating analysis into the development of various learning opportunities, programs and projects based on effective instructional strategies and presentation, quality, and suitability of course content and materials, environment, and impact and return on investment.
- Liaising with other GoA E-Learning leads and external technical contacts in learning institutions and education jurisdictions to provide information, resolve problems and facilitate collaboration related to E-Learning and develop innovative solutions in the E-Learning context.

Demonstrating the ability to complete complex and high profile deliverables with a focus on results.

- Creating standards and documenting all processes to be used as a facilitation tool for similar deliverables in the future.
- Preparing plans and resource estimates; managing timing and related deliverables from staff to ensure deadlines are met for delivery.
- Participating in the preparation of business cases, post implementation reviews, and the preparation of associated reports and recommendations.
- Leading teams in areas which include, but are not limited to, delivery of learning opportunities, development of communication materials/presentations, process standardization/improvement including planning, monitoring activities and progress, communicating with team members, manager and stakeholders, and evaluating and reporting results.

Providing support to Registries operations associated to accreditation and certification exams by:

- Creating standards and documented processes for reference in future projects and initiatives.
- Cover off of core business of Training Coordinator and or Learning Support Specialist when required.

SCOPE: List specific information that illustrates the challenges, problem solving and creativity requirements and decision making capacity of the position. Also identify the internal or external areas the job impacts (see Writing Guide [Pages 11-12](#)).

The E-Learning Specialist is the sole expert in course design and development. There are no equivalent positions within Motor Vehicles & Registries Administration.

The resulting work performed by this position impacts employees, supervisors, managers inside the Alberta Public Service as well as outside stakeholders such as the Alberta populace, members of the Registry Agent Network, including the Association of Alberta Registry Agents and Alberta Motor Association, Registries Online Clients, and third party vendors.

The scope of this position includes:

- Creating, designing and writing course and training materials from the ground up with extensive consulting with multiple internal and external stakeholders in order to achieve a meaningful and timely training and accreditation regiment, which satisfies the needs of all stakeholders.
- Designing, developing, implementing and evaluating Registries-wide learning opportunities and initiatives in collaboration with consulting teams, working groups, steering committees and senior management.
- Functioning as a SME in the area of adult learning and E-Learning development to assist other team members as required.
- Independently researching and making recommendations on new functionality, tools and processes for their applicability to emerging business needs.
- Organizing all stages of E-Learning development to ensure projects are taken from the conceptual levels and developed into completed training and accreditation programs.
- Developing strategies, work plans, testing plans and scripts, schedules, project estimates and implementation plans.
- Working independently and with general direction; performing all work in accordance with relevant government and ministry legislation, policies and guidelines.
- Developing effective working relationships with other business units, ministries, other levels of government, technology service providers and business interest groups.
- Participating in the development of strategies and plans and supervising the execution of project deliverables.
- Providing consultative services and supporting system developers/analysts in the design of effective business solutions.
- Resolving issues that affect overall progress and the quality of deliverables or enhancements.
- Ensuring that system changes have been reviewed and that any impacts have been identified.
- Managing day-to-day work, research and assigned duties.
- Participating in developing and implementing training standards.
- Participating in task teams, working groups, focus groups and stakeholder committees.

KNOWLEDGE, SKILLS & ABILITIES: Include information on required diplomas and degrees along with identifying the most important knowledge factors, including knowledge about practical procedures, administrative, technical or professional techniques, technical, scientific or program related processes, etc. Detail specific training if there is an occupational certification/registration requirement for the position. Specify the type of experience required for the position (see Writing Guide [Pages 12-14](#)).

Education

- Degree in Adult Education, Curriculum Development or Instructional Design; OR
- An undergraduate degree supplemented with a certificate or graduate diploma in Adult Education and/or Instructional Design and a minimum of five years progressively responsible related experience.

Experience

- Experience in the development and delivery of learning in online courses/program formats.
- Experience in the analysis, design, delivery, implementation and evaluation of learning and development

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opportunities for adults.

- Experience with Articulate Storyline, Adobe Captivate, Illustrator and Flash is preferred. Equivalencies will be considered.
- Experience managing complex and high profile deliverables.

Knowledge:

- A comprehensive understanding of adult learning principles and E-Learning development.
- A working knowledge of the Motor Vehicles & Registry Administration portfolio.
- Solid understanding of E-Learning and technical requirements for incorporating graphics, animations, digital audio, video and other multi-media elements to ensure variety and interactivity in instruction.
- Knowledge of adult learning theories as they apply to E-Learning instructional design.
- Current awareness of industry direction and emerging E-Learning applications.

Technical skills

- Rapid E-Learning content authoring tools such as Adobe E-Learning Suite including Captivate and Articulate or equivalents as well as webinar platforms.
- Establishing, managing and maintaining learning content on a Learning Management Systems or Learning Content Management Systems.
- Microsoft SharePoint.
- HTML, JavaScript or Flash/ActionScript.

Time Management and Communications skills

- Excellent analytical, time management and organizational skills.
- Excellent written communication skills.
- Strong consultation skills.
- Well-developed interpersonal skills.
- A team approach to course development ensuring ongoing and frequent communication between team members, supervisor and manager.

Desirable abilities

- Utilize exceptional interpersonal skills to represent the interest and goals of the branches/departments with stakeholders.
- Create strategic partnerships and build strong working relationships.
- Provide consultation and advice to professional and non-technical staff and stakeholders regarding E-Learning.
- Develop new ideas.
- Collect and analyze data.
- Exercise good judgment.
- Define and resolve issues, demonstrating creativity and innovation in problem solving.
- Emphasize business excellence best practices and program evaluation.
- Work collaboratively with a range of stakeholders and various SMEs.

CONTACTS: Identify the main contacts the position communicates with and the purpose of the communication (See Writing Guide [Pages 14-15](#)).

Ongoing collaboration and consultation with training development specialists, SMEs, and internal and external stakeholders at all levels on a routine basis to identify and develop online training needs for the department.

Stakeholders include adult learners with a range of education and experience backgrounds as well as English as Second Language learners.

Internal Contacts

- Registries Management –Manager – updates as required
- Team Lead – performance reviews and direction
- Registries staff – daily business unit interactions including utilizing their expertise to ensure project completion
- Service Alberta Business Units (Vital Statistics, Corporate Registries, Land Titles, Personal Property, Business Support Services) – Directors, Managers and staff – updates and utilization of staff as SMEs as required
- External Business Units (Health, Transportation) – Managers and staff – updates and utilization of staff as subject matter experts as required
- Ministry Directors and Managers – updates as required
- Multi-media Specialists, SMEs, including Learning and Development Contacts (Managers, Consultants or Line managers): Consultation on content and delivery methods, test/pilot content - frequent communication about training requirements, course and program design and/or delivery and/or evaluation.

External Contacts

- Registry Agent Network – Agent owners, managers, supervisors and staff
- Alberta Motor Association– managers, supervisors and staff
- Registries Online Clients Clients – financial institutions, law firms, auto repair shops, dealerships or auction houses (not an exhaustive list).
- Registries' Clients (Albertans)
- Vendors in relation to Training & Accreditation programs

SUPERVISION EXERCISED: List position numbers, class titles, and working titles of positions directly supervised (see Writing Guide [Page 15](#))

No direct supervision of other GoA employees is included in this position.

CHANGES SINCE LAST CLASSIFICATION REVIEW: Identify significant changes that have impacted the responsibilities assigned to your position since the last review (see Writing Guide [Pages 15-16](#)).

New position.

ORGANIZATION CHART: An organization chart that includes supervisor, peers and staff MUST be attached (see Writing Guide [Page 17](#)).

This information is being collected under the authority of Section 10 of the Public Service Act and will be used to allocate positions within a classification plan and to manage the Alberta government human resources program. If you have any questions about the collection of this information, contact the Job Evaluation Unit, 6th Floor, Peace Hills Trust Tower, 10011 - 109 Street, Edmonton, Alberta, T5J 3S8, phone 780/408-8400 or contact your Ministry Human Resource Office.