

Healthcare Financial Management Association

Title: Manager, Instructional Design

Unit: Content and Professional Practice

Reports To: Director, Professional Practice and Clinical Relationships

Position Summary

As a member of the Content and Professional Practice team, the Manager, Instructional Design will contribute to the organization's strategy by adapting relevant topics into adult learning experiences. This role will manage projects from concept to implementation by scripting, producing, delivering, and maintaining the finalized content. This includes adapting existing content – such as research, policy positions or whitepapers – into highly engaging multimedia content, designed to expand professionals' skills and retain new information. It will be critical for the position to be well-informed on current technologies and trends in adult learning, and have experience designing educational content and resources for people at various levels in their professional career.

The ideal candidate is passionate about the healthcare industry, multimedia content creation, and educational resource design.

Responsibilities

Design, develop and maintain adult learning content

- Work as a partner with the Content and Professional Practice team to adapt content themes into adult educational multimedia resources
- Identify and describe learner characteristics, including educational and professional background, motivation, and experience levels.
- Design and develop content-specific, competency-based education programs in conjunction with subject-matter experts
- Draft education summaries and learning objectives for programs.
- Produce learning design deliverables, including storyboards and scripts; managing timelines to adhere to established quality standards and processes.
- Utilize various types of instructional mediums to best deliver information to a target audience including on-demand, instructor-led, virtual class, web-cast, or web-based methodologies
- Oversee the quality of instructional content and initiate content updates to maintain currency with new healthcare policies or laws
- Adhere to the editorial calendar and prepare content to be published on the LMS in accordance with set deadlines
- Manage instructional design projects from concept to implementation, including adherence to an approved budget
- Assist in sourcing speakers and facilitators for onsite or tailored education programming for academic, provider, or business partners.
- Assist marketing and business development teams in crafting materials for promoting education programming and events.

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Be a technical expert in instructional design and adult education

- Contribute to editorial planning and by providing recommendations on what topics are best suited for instructional content
- Contribute to the organization's success by proactively seeking opportunities to enhance its members experience through instructional design

Ensure educational content meets compliance and accreditation standards

- Develop and adhere to an annual review of on-demand instructional content available to members to ensure relevance and value
- Develop and adhere to a process for evaluating live educational programs for relevance and value
- Ensure all instructional content is compliant with the National Association of State Boards of Accountancy (NASBA) and that HFMA maintains our status as a Continuing Professional Education Provider (CPE Accreditation)

Stay informed on industry trends and new technologies

- Be curious. Continue to seek new information, be aware of current trends in instructional design and look for opportunities to enhance skills and implement new technologies at HFMA
- Provide technical assistance in utilizing education technologies.

Manage work of outside vendors and collaborate closely with internal staff

- Manage work of external vendors supporting the creation of instructional content
- Work closely with internal staff members to produce quality instructional content, including graphic designers, copy editors, the LMS Channel Manager and subject matter experts to support content development
- Contribute to cross-functional collaboration through participation on horizontal teams
- Assist in managing speaker and abstract database
- Aid in setting up RFP process and communications
- Manage feedback loop by providing evaluation and session feedback to speakers and soliciting speaker feedback post-event

Perform other duties as needed

Qualifications & Experience

- Minimum 5 years of Instructional Design experience, including project management, required
- Bachelor's degree in Instructional Design, Instructional Technologies, Education, Communications, or equivalent
- Comprehensive knowledge of principles of adult learning required
- Proficiency with Microsoft Office applications
- Proficiency in course authoring software, learning management systems (LMS), storyboarding, basic video editing and multimedia capabilities (HTML experience and graphic editing software a plus)

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- Demonstrated learning agility - ability to learn/implement new techniques to deliver best-in-class training materials
- Demonstrated ability to be creative, flexible, and innovative in course design
- Demonstrated ability take a concept from idea through design to execution
- Excellent verbal and written communication skills
- Knowledge of healthcare finance topics preferred

Critical Competencies

- Self-driven, results-oriented professional with a positive outlook
- Creative problem solver
- Committed to high-quality content for members
- Excellent at relationship building with subject matter experts
- Strong interest in working collaboratively with others
- Superior organizational skills and ability to autonomously manage multiple projects, prioritize, and meet deadlines
- Resource management skills, including budget management and external resource management

Key Relationships

- Participate in assigned cross-functional collaboration in the form of horizontal teams
- Participate in editorial and content planning with Content Managers and SMEs, providing expertise in instructional design
- Interact with Chapters, and through Chapter Relations, to provide expertise in instructional design
- Closely collaborate with the creative services team to develop visually stimulating instruction content and with copy editor(s) to ensure consistent voice and tone of instructional content
- Work with Marketing to ensure instructional products are advertised and communicated about properly
- Coordinate with Content Managers and SMEs to source content

Contact:

Catherine Gilfillan, Director, Healthcare Finance Policy, Physician & Clinical Practice
kgilfillan@hfma.org

<https://www.hfma.org/>