

DIGITAL COURSE CREATOR

A Remote Working Part-time Position

The Digital Course Creator is an integral member of the Tourism Café Canada team, an award-winning tourism training and industry development company. This entry-level role offers a unique opportunity to work with instructional design experts that take a hands-on approach to co-creating engaging e-learning materials using Articulate Storyline 360. You are sharp, driven, inquisitive, not afraid to take risks, open to learning, and able to grow from mistakes.

Joining a small team of seasoned tourism and education professionals, with an extensive national network, this position is ideal for an individual who enjoys creative thinking and working independently in an unstructured but highly supportive environment. The success of our company resides in the success of our staff, contract partners, and amazing clients who are willing to innovate, co-create and invest in leading-edge training solutions.

A self-starter, motivated individual, with terrific attention to detail and technical capabilities, the Digital Course Creator will be keen to learn and embrace new, evolving online learning technologies to support a range of industry development activities. The primary software you will be responsible for creating courses in, is Articulate Storyline.

We embrace diversity, set ambitious goals, enjoy learning together, and using innovative approaches to create impactful learning online, in person, and using blended approaches.

This is a part-time position, starting at 20 hours per week with the potential to grow with this expanding line of business in our company.

Essential Duties and Responsibilities:

1. Working with subject matter experts and the Tourism Café instructional design experts to create engaging online learning, select and apply appropriate instructional design principles, methodologies, and adult learning principles, in the design and development of all e-modules.
2. Animating storyboards and PowerPoint-style presentations into live, interactive computer-based training modules that reflect the high-energy and engagement aligned with the company's reputation for experiential learning.
3. Using Articulate Storyline to create digital learning content (e-courses, videos, training resources, certificates, etc.) that engages participants in a positive learning experience.
4. Presenting ideas within a company that embraces innovation and creativity to create the best training possible within a client's budget.
5. Editing photos, videos, graphics, and documents for use in online courses, live training sessions and social media use.
6. Debugging e-courses with a wicked attention to detail and enthusiasm to receive feedback and tweak courses following user-testing to incorporate feedback.
7. Supporting the Learning Support Coordinator with content transfers to the Learning Management System (LMS) which includes: uploading images, videos, interactives elements, SCORM or TINCAN files and troubleshooting learner challenges learners related to course content. Additionally, there is a requirement to cover basic LMS duties when the Learning Support Coordinator is on leave



8. Providing occasional online technical support for live Zoom sessions to ensure things run smoothly, monitor the chatbox and respond to user problems in support of the online instructor/facilitator.

Value-Added Support:

1. Supporting the creation of training materials in Canva or Adobe, basic graphic design support.
2. Online research, document editing, template creation in MS word and PowerPoint.
3. Open to supporting other administrative projects for the Learning & Development team as needed.

Required Qualifications:

1. Technical Skills
 - Minimum of 2 years industry experience, college or university-level courses in coding JavaScript, HTML, and CSS
 - Skilled in using Articulate Storyline 360 or equivalent course authoring tools
 - Experience video, audio and photo editing with programs such as Photoshop/Illustrator and Canva.
 - Proficiency with Microsoft Office (PowerPoint, Word, Excel) on a mac or PC computer
 - Creative thinker who can turn ideas into visual presentations that are appealing, engaging, and concise
2. Personal Attributes
 - A self-starter, who gets jazzed about e-learning and gaining that optimize a range of software applications and technology platforms
 - Able to work in an agile setting, under minimal supervision, roll up your sleeves, prioritize work demands, execute tasks under-pressure, ask questions and meet deadlines
 - Excellent command of the English language, written and verbal
 - Confident in your skills suggest ideas to instructional designers and subject matter experts to enhance the course content
 - Detail oriented, able to work in an evolving environment and multi-task while meeting deadlines and schedules
 - Capable of working well under pressure and with a flexible work schedule
 - Proven ability to work as a team, as well as independently

Value-Add Qualifications:

- Skilled in using Articulate Storyline 360 or equivalent course authoring tools
- Experience working with a learning management system, creating and uploading TINCAN or SCORM courses
- French an asset.
- Proficiency with Google Suite and Zoom.
- Knowledge of adult learning or instructional design.
- Knowledge of the tourism industry an asset.

Remote Office Requirements:

- A stable, high-speed internet connection.
- Ability to participate in online meetings in PST time (British Columbia), 8:00 – 12:00 pm, or 1:00 - 4:30 pm.
- Quiet office setting to conduct work and participate in online meetings/courses.

What We Offer:

- Salary range of \$20 - \$30/hr depending on qualifications
- Computer, desk and chair (if needed)



- Software licenses for what's needed to do your job
- Targeted professional development
- Vacation pay or paid time off
- Healthcare funds
- Potential for this position to become full-time depending on how your skills can support other aspects of our business and market demand
- A letter of reference when you outgrow our company and feel it's time to move on – **but we are looking for a minimum of a 1-to-2-year commitment.**

About the Tourism Café

The Tourism Cafe Canada is a national tourism training and destination development company specialized in designing and delivering engaging in-person and online tourism training. We bring award-winning instructional design expertise to all our training projects that are informed by our destination development, case study research, best practice missions, strategic and business planning activities. A micro-business with five active employees, one silent partner and multiple collaborating partners across Canada we remain nimble, adaptable, and embrace designing leading edge solutions to support the success of businesses in the tourism industry.

Websites (current being redeveloped for July 2021) www.tourismcafe.org; www.tourismconnects.biz
<https://www.linkedin.com/company/the-tourism-cafe/>
<https://www.facebook.com/tourismcafe/>
https://www.instagram.com/tourism_cafe/

Please respond with a cover letter stating what motivates you to apply for this job, your strengths, areas for future learning, hourly wage expectations, a CV and any relevant work samples/links.

Applicants will be reviewed as they are received, the successful candidate will begin immediately. Please email your submission to the attention of:

Dr. Nancy Arsenault, Managing Partner
nancy@tourismcafe.org

