

JOB ADVERTISEMENT

The Management University of Africa (MUA) is a private University in Kenya with its main campus in Kisumu, Kajiado County and a campus in South C, Nairobi. We envision being a premier University providing Management and transformative leadership solutions worldwide. We are looking for dynamic, self-driven and result oriented professionals to fill the following positions: -

1.0 INSTRUCTIONAL DESIGNER (ACADEMIC CONTENT DESIGNER) - RE-ADVERTISEMENT - ONE POSITION

JOB PURPOSE

The incumbent will be the chief architect of learning experiences, responsible for applying learning theories and instructional design models (like ADDIE, AM or DigCompEdu) to systematically design, develop, and evaluate engaging, learner-centered course content, often for online or blended delivery.

KEY DUTIES AND RESPONSIBILITIES

i. Needs Assessment and Design:

- Conduct needs analysis to identify learning gaps and define clear, measurable learning objectives.
- Select and apply appropriate instructional strategies (e.g., inquiry-based learning, scenario based training, microlearning) to meet learning outcomes.
- Develop detailed storyboards, wireframes, and design documents that outline the flow, content, and interactivity of the course.

ii. Content Development and Curation

- Collaborate with Subject Matter Experts (SMEs) and faculty to transform complex, raw content into clear, concise, and engaging instructional materials.
- Develop and integrate various media, including e-learning modules (using tools like Articulate Storyline or Adobe Captivate), videos, animations, and interactive quizzes (e.g., H5P).
- Ensure all content meets accessibility (A11Y) standards and compliance requirements.

iii. Technology Integration and Management:

- Upload, organize, and manage course content within the Learning Management System (LMS) (e.g., Moodle, Canvas)
- Recommend and implement innovative learning technologies, including gamification, simulations, and virtual tools.
- Troubleshoot technical issues related to e-learning platforms and content deployment.

iv. Assessment and Evaluation:

- Design assessments (quizzes, assignments, rubrics, e-portfolios) that are aligned with learning objectives and course content.
- Analyze learning analytics and learner performance data to evaluate course effectiveness and implement feedback loops for continuous instructional improvement.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Master's degree in Instructional Design, Learning Science, Educational Technology, or ICT Integration in Education is highly preferred and often required for senior or university-level roles
- A Bachelor's degree in Education, Educational Technology, Instructional Design, Communication, or a closely related field.
- Minimum of 2-5 years of practical experience in designing and developing technology-enhanced learning solutions.
- Deep understanding of Learning Management Systems (LMS) administration and course setup
- Proficiency in at least one industry-standard eLearning authoring tool (e.g., Articulate Storyline 360 or Adobe Captivate).
- Competency in multimedia development and editing tools (e.g., Camtasia, Canva, basic HTML/CSS).
- Strong knowledge of Adult Learning Principles and foundational instructional design models (e.g., ADDIE, SAM, DigCompEdu, Bloom's Taxonomy).
- Demonstrated ability to manage multiple projects, timelines, and stakeholders (SMEs, faculty, ICT team) independently

HOW TO APPLY

Interested candidates who satisfy the requirements below should forward their applications accompanied by a detailed CV, email address, daytime telephone contact, name and address of three referees. The applications should reach the undersigned not later than **31st October 2025**. The Management University of Africa is an equal opportunity employer.

THE VICE - CHANCELLOR

The Management University of Africa
P. O. Box 29677 - 00100, NAIROBI
Email: vc.jobapplications@mua.ac.ke