

**Position Title:** Instructional Developer

**Location/Department:** St. Helena, CA / Academy of Wine

**Reports To:** Director, Education Programs

**Date:** 1/28/11

**Band:** F3

**Job Posting #:** 10-147

## **POSITION SUMMARY:**

---

Create, develop and implement various aspects of the Learning and Development resource for Constellation Wines U.S – The Constellation Academy of Wine, including course content, courses, seminars and online programs, across various platforms –web, mobile, social. This person will work closely with the Director, Education Programs to ensure that the learning and development programs align and support the strategic focus and growth of Constellation Wines U.S. In this capacity, you would be expected to create and deliver educational programs that support our desire to create a world-class learning resource.

## **RESPONSIBILITIES:**

---

- Develop effective learning solutions (courses, curricula, presentations, podcasts, video content, assessments, etc.) for a variety of platforms including; web, mobile, social, in a timely manner to support The Constellation Academy of Wine learning and development initiative.
- Meet with various subject matter experts across the organization to define learning objectives, and create a wide range of educational products, seminars and learning content, targeted to address the defined needs.
- Effectively utilize technology, research methodologies, and best practices to create engaging and highly interactive material, and improve the effectiveness of instruction.
- Maintain and update all online web-based resources such as courses, tutorial, reference material, design standards, content resources, templates, and announcements.
- Collaborate with key customers (internal and external) to identify educational needs and develop effective learning solutions that are measurable and effective.
- Contribute to and support the development of the online learning resources - [www.academyofwine.com](http://www.academyofwine.com) , [www.aowmobile.com](http://www.aowmobile.com), and [www.academyofwine.ning.com](http://www.academyofwine.ning.com)
- Work with CWUS Sales teams and Key Accounts to provide learning support and program development.
- Facilitate online seminars/ chat sessions/ hosted meetings with subject matter experts and desired audiences for both internal and external clients.
- Deliver and support end-user training as required (facilitation is critical skill)
- Work closely with subject matter experts and new course architects to help them become familiar with the various learning and development educational solutions and processes that are utilized in the creation of materials for distribution through The Constellation Academy of Wine.
- Develop tools, reusable templates and processes for instructional development

- Present and speak knowledgeably to all customers, distributors and retailers about the capabilities of The Academy of wine, and effectively demonstrate the potential and value of developing learning relationships with each.
- Other duties and tasks assigned as necessary.

## QUALIFICATIONS:

---

- Bachelors Degree required, Masters Degree preferred, in one or more of the following areas; distance learning, instructional design/ course development. A plus would be someone with a high-level of knowledge about wine and the wine industry (WSET Intermediate level/ MS Certificate, or equivalent), or a strong interest to learn about wine.
- Knowledge of various theories of learning and development, and approaches to adult education.
- Five years experience in successfully developing learning solutions with measurable results. .
- Excellent attention to detail.
- Must be knowledgeable of innovation trends, technologies and instructional development authoring tools, and have experience in creating online distance education solutions.
- Prior experience developing for mobile platforms (web, apps, etc.) would be greatly beneficial.
- Exceptional oral and written interpersonal communication skills
- Ability to function in and independent, unsupervised fashion, with excellent self-discipline and follow through.
- Be comfortable working across business units, and with a variety of strong personalities.
- Must have excellent familiarity with various computer software applications including, but not limited to; Adobe CS - Photoshop, Illustrator, Dreamweaver, InDesign, Flash, Acrobat Connect Professional, HTML, CSS, in addition to video editing and podcasting applications (Premiere, Soundbooth, Audacity, iMovie, etc.) and other industry-standard design and e-learning software applications.

## PHYSICAL REQUIREMENTS / OTHER

- Ability to speak to a large group without amplification for a minimum of 4 hours.
- Ability to work on feet for at least 8 hours.
- Ability to lift and stack wine cases (40 pounds per case) by hand and handcart.
- Ability to travel by land/sea/air if required.

## APPLICANT PROCEDURE:

---

All applicants must submit a cover letter with their resume to the following contact either electronically, by mail or facsimile:

**Human Resources**  
**staffing@cwine.com**  
**Refer in subject line: Instructional Developer**

Constellation Wines U.S. is a division of Constellation Brands Inc., the world's leading wine company. Constellation Wines U.S.'s powerful portfolio of premium wines and spirits includes such iconic brands as Robert Mondavi, Clos du Bois, SVEDKA, Blackstone, Arbor Mist, Estancia, Ravenswood, Kim Crawford and Black Velvet Canadian Whisky. To learn more about Constellation Wines U.S. and its portfolio, visit [www.cwine.com](http://www.cwine.com).