

INSTRUCTOR

UW CONTINUUM COLLEGE



JOB DESCRIPTION

The University of Washington (UW) is proud to be one of the nation's premier educational and research institutions. Our people are the most important asset in our pursuit of achieving excellence in education, research, and community service.

UW Continuum College (UWC²) expands the reach of the University of Washington with programs like UW Professional & Continuing Education, International & English Language Programs, Summer Youth and the Osher Lifelong Learning Institute at the UW that meet the needs of various learners at all phases of their lives. We are focused on removing obstacles to relevant educational opportunities by addressing geographic, financial, length of commitment, and time constraints, increasing access to education for more people. By looking ahead and innovating, we are creating new educational opportunities to help people thrive in a world of change.

UWC² has an outstanding opportunity for a temporary, part-time **Instructor** in the Certificate in Storytelling and Content Strategy. The Instructor serves in a key role in our Certificate programs, engaging with students, serving as a subject matter expert, presenting learning content, and assessing whether learners have achieved course competencies. Our students consistently tell us that the instructor is the single most important element of their course. This opportunity is for the Content Science: Data Analysis & Understanding the Problem course.

Instructors do not hold UW academic appointments.

Responsibilities:

- Teach to a set curriculum plan with clear learning outcomes and competencies. Ensure that lesson plans and presentation materials for the full course are relevant and current.
- Ability to teach all class sessions at the scheduled time, respond to student inquiries during the week, and grade assignments. Expectations during the course comprise a minimum of 3 hours of weekly instruction and approximately 3-5 hours of weekly lesson preparation, student interaction, and grading outside of class time.
- Respond to student inquiries and provide feedback on student work in a timely manner
- Coordinate with other instructors in the certificate program, to ensure curriculum continuity
- Adapt instructional techniques based on feedback, and implement sound pedagogical practices
- A willingness to teach with minimal supervision while maintaining high standards of professionalism, punctuality, and content relevance for diverse adult students.
- Excellent interpersonal, oral, and written communication skills
- Ability to interact with individuals from diverse cultural and socioeconomic backgrounds

- Participate in at least one 60-minute information session during the recruiting season and up to two instructor meetings per year.
- Prepare a course syllabus in advance of the course start date (template will be provided)
- Complete an online instructor onboarding course and relevant learning technology training

Requirements

- 7 years relevant experience in content strategy
- Undergraduate degree in English, Communications, Education, Journalism, or a related field, or equivalent experience*
- Flexible individual who is open to new and innovative ways of delivering educational experiences beyond a traditional classroom format
- Willing to collaborate on the development of learning content to a curriculum plan designed by others
- Demonstrated ability to meet deadlines
- Willingness to align with a set curriculum plan
- Legal authorization to work and receive compensation in the United States

*Equivalent education/experience will substitute for all minimum qualifications except when there are legal requirements, such as a license/certification/registration.

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Desired

- Prior teaching experience, particularly with adult learners
- Master's degree

Compensation

Starting at \$4500

Timeline

Summer Quarter 2021 - Classes meet online via Zoom on Tuesdays from 6pm-9pm, June 29 – August 31, 2021 (10 weeks)

Course Description

It's often said in business that if you can't measure it, you can't manage it. That's why data-driven decision-making is an essential skill in today's workplace. This course will not only help you measure and understand the impact of your content but also teach you how to optimize that impact for results.

You'll learn to speak the language of data and get comfortable employing key concepts like A/B testing, SEO, social listening, KPI, crawlers and more. Discover how much strategists can watch, learn and measure on a website, and how to find patterns, red flags or opportunities within a site's user data. You'll also learn to leverage data from open source resources, social media and competitors. By the end of the class, you'll be able to use data to tell an effective story, solve content problems and define an overall content strategy.

Learning Outcomes

Upon completion of this course, students will understand:

- How to differentiate between qualitative and quantitative analysis and apply them appropriately
- How to recognize different key metrics of onsite analytics engagement data and understand how they can be used to evaluate and improve content
- Approaches for confidently employing fundamental terms and concepts from the world of analytics, statistics and testing
- Methods for evaluating community preferences and profiles to build engagement strategies
- Best practices for building compelling visualizations and telling data stories to an audience

Please contact the Storytelling & Content Strategy Program Manager, Christina May, to learn more about this position at cmmay87@uw.edu.



The University of Washington is a leader in [environmental stewardship & sustainability](#), and committed to becoming climate neutral.

[The University of Washington is an equal opportunity, affirmative action employer.](#) To request disability accommodation in the application process, contact the Disability Services Office at 206-543-6450 / 206-543-6452 (tty) or dso@uw.edu.