

Content Creator / Instructional Designer (Remote)

***Location:** Remote. Preference is given to candidates located in the Baltimore / Annapolis area, though candidates will be considered from the U.S. Eastern and Central time zones as well.*

Do you love research and writing? And storytelling?

Do you thrive at transforming traditionally dry, boring, and/or complex topics into elearning that is interesting, engaging, and interactive?

Are you a quick learner, able to immerse yourself in learning a wide range of topics – from legal, compliance, and ethics-related topics to client service, business development, and professional skills topics (and beyond)?

Are you creative in envisioning and writing interactive exercises that reinforce the learning, allow the learners to practice, and that take advantage of the on-demand interactive elearning format?

Do you thrive in the up-front planning, research, and writing of an elearning course – while other team members take on the visual design and development of the resulting course?

Would you be highly engaged and productive working as part of an entirely remote team?

If so, this may be the role for you.

About SkillBurst Interactive

Creator of the SkillBurst®, SkillBurst Interactive is an award-winning small business whose primary focus is the creative design, development, and implementation of interactive, engaging self-paced elearning experiences for some of the biggest and most respected names in the global legal, financial, and retail industries as well as the public sector. From our award-winning off-the-shelf customizable SkillBurst® modules to our truly custom elearning solutions, we enable our clients to deliver on-demand excellence across their organizations – and to their clients – around the globe. We deliver elearning that our clients are truly proud to call their own – with a level of client service that our clients rave about. Learn more about us at www.SkillBurst.com

Our team is comprised of creative, entrepreneurial self-starters, all of whom work remotely. We are highly creative and productive without the distractions of a commute or office environment. This is a small company so everyone has the opportunity to make a significant impact as well as to grow their skills to advance within the company.

As we continue to grow, we are seeking an exceptional **Content Creator / Instructional Designer** to join our team.

Responsibilities

The **Content Creator / Instructional Designer** will plan, research, and write elearning course scripts that our elearning developers will then bring to life as professionally-narrated visually-compelling interactive on-demand learning modules. The Content Creator / Instructional Designer will also review, edit, and finalize scripts drafted by others and provide guidance, as appropriate.

In this role, you will directly support both our client-facing Custom SkillBurst® Development services as well as our own Subscription-Based Customizable Content (offered through our Respectful Workplace, Professional Essentials, and Inclusive Leader series, among potential others. Learn more at <https://www.skillburst.com/content.html>).

Unlike many Instructional Design positions, this role is focused exclusively on content development. The resulting elearning course development is executed by other members of our team.

In this role, you will:

- Work with clients – and with our own Client Solutions Directors/Managers – to understand each client’s needs and objectives, their target audience and level of sophistication, the context, the topic, and the messages that need to be conveyed in each course
- Review source content provided by clients, and envision how the content could be presented in an engaging, conversational, interactive style
- Conduct additional research, as appropriate, to get to know the subject matter in depth so you can comfortably and confidently write about it
- Draft course outlines for client approval, as appropriate
- Draft full elearning course scripts that will be read verbatim by professional narrators, organized into bite-sized digestible segments
- Apply SkillBurst Interactive’s style and script-writing guidelines to draft conversational, engaging, easy-to-understand scripts, designed to engage learners and provide practical, actionable insights and guidance
- Envision and write interactive knowledge-checks, scenarios, and other value-added exercises to increase learner engagement, allow for practice, and to encourage retention
- Review, edit, and improve scripts drafted by clients or others, to ensure that all scripts we develop are engaging, accurate, and value-added
- Conduct research and interview subject matter experts, as appropriate, to draft scripts for our own content subscription services on a wide range of compliance and professional skills topics
- Work with our elearning developers to review the finished product and ensure that the concepts you envisioned were appropriately brought to life in the finished elearning module

Whether starting from client-provided materials or starting from a blank sheet of paper (in developing our own courses), the ability to think creatively, understand dry/complex topics, and to organize and present content in a conversational, compelling, value-added, storytelling-type format is critical to success in this position.

Our client base consists of highly-professional organizations – including the largest global law firms, Fortune 500 companies, and government entities (among others) – and so, a proven ability to put yourself into the shoes of these highly-educated professionals and to create courses that are in the appropriate context and that respect their time, intelligence, and environment is important as well.

To be clear, this is not a traditional Instructional Systems Designer role that follows ADDIE, SAM, or other such formal methodological approaches. Rather, we are looking for someone who is agile and works swiftly to understand the client’s needs and objectives, the target audience, the context, the topic, and the messages that need to be conveyed, and then applies their creativity and exceptional writing skills to creating a script for a SkillBurst® that will meet their needs.

Are You the Ideal Candidate?

The ideal candidate will—

- have strong research, writing, and grammar skills and a strong eye for detail
- have experience writing interactive elearning scripts on a wide variety of complex legal, compliance, and/or other professional skills topics for professional audiences
- exhibit an innate ability to understand a wide variety of complex topics and present, restructure, or envision them in a way that is easier to follow, engage with, understand, and retain
- exhibit strong logic, problem-solving, and creativity to craft engaging scripts that maximize the value-add of the content while minimizing the length and duration of the completed module
- enjoy and excel at creatively envisioning the art of the possible when starting with our clients' raw source materials or starting a script from a blank sheet of paper
- thrive in the creative, high-paced nature of a growing small business
- have an interest in – and be sufficiently disciplined to – work effectively as part of a virtual team
- have strong project management skills and an ability to effectively plan, prioritize, and manage multiple simultaneous projects

- have strong communication, coaching, and feedback skills in order to appropriately guide others who are engaged in script development
- have proficiency with the Microsoft Office suite of products (Word, Excel, and PowerPoint)
- enjoy the opportunity to continually learn, based on the wide variety of legal and professional topics we address in any given period
- have a good sense of humor and enjoy interacting remotely with coworkers and clients

Examples of Our Style

To get a feel for our script-writing style, explore examples of our work (as developed elearning courses):

- <https://www.skillburst.com/professional-skills-for-lawyers-and-staff.html>
- <https://www.skillburst.com/inclusive-leader.html>
- <https://www.skillburst.com/fostering-lawyer-well-being.html>

To Be Considered

To be considered, please submit all of the following items via <http://skillburst.com/careers.html>

- (1) One or more samples of elearning scripts that showcase your best work. Ideally, these will be scripts on professional topics and written for professional audiences, as similar to our style and topics as possible.
- (2) A brief explanation as to why you are the ideal candidate for this role
- (3) Your resume

SkillBurst Interactive, a division of LearnVibe LLC, is an equal opportunity employer.

Applicants have rights under Federal Employment Laws.

No agencies and No phone calls please.