

LEAD INSTRUCTIONAL DESIGNER

Hats & Ladders, Inc. | New York, NY

Start date: October 2020

Position Type: Full-time

Location: Based in NYC, working virtually (and open to remote candidates)

ABOUT US

[Hats & Ladders, Inc.](#) is a mission-driven start-up focused on helping individuals develop career thinking so they can feel more confident and better informed about their future choices. We're supported by the National Science Foundation, U.S. Department of Education, and youth development organizations in New York City and beyond. Our platform promotes a blended learning approach: a self-guided web-based app for young adults and teens that works in tandem with a web-based dashboard of resources for educators.

ABOUT THE OPPORTUNITY

The **Lead Instructional Designer** is both a creator and supervisor, who will work closely with our team of digital game designers, content developers, implementation specialists, product/UX experts, and technologists to continue to advance the platform and our approach to implementation. The person in this position will be guiding an effort to engage individuals in "career thinking" and real-world skill building in schools, colleges, and community based organizations across the country. This position is a new one for Hats & Ladders and will allow the right person to shape the role and have a significant impact on our approach to game-based learning and instruction at a critical stage of our organizational development.

WHAT YOU WILL DO

Bring the learning (overall instructional design):

- **Engage and inspire.** Evolve and strengthen the instructional design of our self-guided digital content and game-based interactives to engage youth in career readiness.
- **Know your stuff.** Draw on your expertise in career development, interactive pedagogy, assessment, universal design, and/or culturally responsive teaching.
- **Slice and dice (the instruction).** Lead the ongoing development of implementation models, including scopes and sequences, that support a range of instructional settings and program designs.
- **Build skills.** Collaborate with the product team to design new instructional components, including skills-based interactive modules.

Make our content sing (content development for self-guided app):

- **Be a content DJ** Define and lead how we curate third-party career development resources and media and create instructional experiences around them.
- **... and a content composer, too.** Define and lead the writing, editing, and day-to-day development of original multimedia instructional content (including interactive simulations, videos, games, quizzes, and reflections with instructional supports and feedback).

Help educators help learners (materials for educator dashboard):

- **Rock curriculum development.** Lead curriculum development staff and freelance writers to draft and edit lesson plans and “Gen Z” youth-facing activities and experiences available on the web-based dashboard that complements our app.
- **Give educators good options.** Collaborate with the implementation team on instructional sequences that enable flexible, yet concrete usage of our programs and platform.
- **Make it work on the ground.** Work with our training and implementation teams to ensure that our instructional materials are supported by our trainers and reflect clients’ needs.

Be a team leader (management of content and curriculum development staff and freelance writers): Set priorities, give constructive feedback, and manage team workflow to meet expected or unexpected deadlines.

WHAT YOU BRING

“Musts”:

- Ability to research, write, and edit content that appeals to young people and is expressed in an accessible and culturally sensitive voice
- Ability to conceptualize content that speaks to a wide range of abilities and interests, honors learner strengths, and sparks curiosity
- Ability to design and help develop engaging and scalable digital interactive learning experiences that develop youth knowledge and skills.
- Experience working directly with a wide range of youth and young adults, including those from less advantaged backgrounds as well as those who are Black, Indigenous, and People of Color, in a variety of in- and out-of-school settings
- Ability to collaborate and communicate effectively with a diverse team
- Highly organized and detail-oriented
- Ability to see the big picture and prioritize
- Experience and/or willingness to learn using digital authoring tools such as Adobe Captivate and LMS platforms like Google Classroom

“Pluses”:

- Experience producing workplace development experiences in areas adjacent to career education (human resources tools, training tools or digital experiences).
- Robust understanding of youth development, especially related to careers
- Experience advising youth and young adults on college and career options
- Familiarity with drafting interactive narratives and text to create engaging experiences, including writing for video/computer games, interactive fiction, role-playing games or simulations, choose-your-own-adventure stories, or the like
- Experience building networks and relationships and responding to emerging trends and conversations on social media
- Grant writing success
- Experience with design, prototype, and experience software (e.g., Adobe XD, Balsamiq, Sketch, Moqups, etc.)

WHAT WE OFFER

- A fun, creative start-up that is growing fast
- Deeply collaborative team work environment
- Meaningful, mission-driven work
- Opportunity to directly impact product and organization
- A sane work life (with a few exceptions here and there)

INCLUSION MATTERS

As an equal opportunity employer, Hats & Ladders, Inc., is committed to creating an inclusive, connected and diverse workplace. We seek candidates from a wide variety of backgrounds because it's the right thing to do *and* will make our company stronger. If you share our mission to build a sustainable social impact organization, you will find a place where your contributions are valued and rewarded.

SALARY

Salary commensurate with experience.

TO APPLY

Please send a cover letter and resume to careers@hatsandladders.com.