Educational Design Consultant – Community Campaign Accelerator Program

GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities. It is also the name of the nucleus organization that supports a global community of movement leaders in 100+ countries; cause and community campaigns; and many millions of people all over the world committed to inspiring and manifesting generosity in the world.

Community Campaigns are an important part of the movement, inspiring citizens to give locally and catalyzing a virtuous cycle of civic engagement, trust, and a more resilient nonprofit sector. Building on a decade of support to Community Campaign leaders, deep data on the efficacy of Campaigns, and need to increase support for civil society, we have launched a program - the Community Campaign Accelerator - to significantly increase the number of Community Campaigns across the United States.

We are seeking an experienced, resourceful, and tenacious Educational Design Consultant to help launch the Accelerator for organizers seeking to start a Campaign or increase levels of engagement around an existing one. The Consultant will work with our team and Campaign practitioners to design, develop, and refine a core and train-the-trainer curriculum. They will also play a key role in shaping the program's structure, content, and delivery mechanisms, ensuring that it is effective and impactful for a cohort of diverse organizers across the United States. They will also work with our experienced monitoring and evaluation teams to design the learning metrics needed to ensure long-term program success.

Key Responsibilities
Program Design and Curriculum Development
- Assume overall responsibility for the Accelerator's learning and educational approach.
- Finalize the overall design of the Community Campaign Accelerator Program curricula, including online and offline content, platforms, systems, methodology, and evaluation tools.

- Work with existing content and our community of practitioners to create engaging, accessible, and impactful curriculum content for community organizers, covering topics such as campaign and community-building, storytelling, fundraising, technology, leadership, and measurement.
- Review and adapt existing GivingTuesday materials to ensure they align with the program's vision and can be easily applied by participants.
- Develop "train-the-trainer" content to enable staff and future partners to deliver the program effectively and scale it across multiple communities.
- While most of the program will be delivered online, the Educational Designer will lead design of an offline, two-day intensive for program participants.
- Design prep materials for guest lecturers.

Testing and Refinement
- Develop a system for piloting the curricula content and gathering feedback.
- Refine the curriculum and increase buy-in for subsequent program phases.

Monitoring and Evaluation Framework
- Build and implement a comprehensive monitoring and evaluation framework to assess program effectiveness and track key performance indicators (KPIs).
- Define and establish measurable KPIs to assess the success of the community campaigns, including fundraising, community engagement, and leadership development.
- Document the design and development process, including content outlines, timelines, and materials.

Collaboration and Stakeholder Engagement
- Work closely with the internal teams to ensure alignment with organizational goals and outcomes.
- Engage stakeholders, including community foundation leaders and external partners, to ensure the program's content is relevant and practical.

Qualifications
- Proven experience in educational design, particularly in creating curricula and training programs for community-based organizations, nonprofits, or social impact initiatives.
- Ability to design content for both virtual and in-person delivery, and familiarity with adult learning principles and best practices in educational design

- Knowledge of fundraising, community-building, and nonprofit capacity-building strategies.
- Strong project management skills, with the ability to manage timelines and stakeholder expectations.
- Excellent communication skills, with the ability to engage diverse audiences and facilitate collaborative efforts.
- A deep commitment to advancing social impact and community-driven solutions.
- Experience working with or supporting community foundations, particularly in the areas of giving days, campaign strategy, and donor engagement is a big plus

Location: This is a remote position. Applicants are welcome to apply from outside the US, but please note that knowledge of the US nonprofit sector and ability to work United States East Coast hours is essential.

Contract details: 18 month total; we estimate a significant, near full-time commitment during the initial 4-6 months of design and production, and significantly reduced hours for the remainder of the contract

To apply: email *careers@givingtuesday.org* with resume + cover letter