

Lead Producer, New Product Initiative

GreatSchools (www.greatschools.net), an independent, nonprofit organization that empowers and inspires parents to participate in their child's development and educational success is looking for an experienced and creative leader to manage a new web-based product launch aimed at guiding low-income parents in the education of their child.

GreatSchools is undertaking a significant new initiative and is looking for an experienced and enthusiastic Lead Producer to create exciting elearning content for adult learners while nurturing a team of content developers. The interactive content of video, animation and audio will help parents develop the knowledge and skills that they need to guide their children to College, beginning at an early age.

The Lead Producer will report to the VP, Product Strategy. This role includes working with the cross-functional resources necessary, including the technology, graphic design and production teams, for successful product definition, development, release, and marketing.

Primary Responsibilities:

- Supervises team of producers focusing on e-learning activity development
- Mentors and offers guidance to individual producers on instructional design
- Works with subject matter experts on initial learning objectives and vetting of content
- Hires team of contractors and consultants to draw on for production, including illustrators, copywriters, graphic designers, flash animators, video and audio production.
- Develops style guide and enforces standards
- Develops all documentation required to complete specific activity projects including learning objectives, storyboards, audio and video scripts
- Coordinates process for producing timely high quality content
- Keeps development on original creative track
- Approves all storyboards before sending to production
- Takes responsibility for overall cohesion and quality of instructional design for each project
- Triages action requests with QA
- Keeps projects on budget

Experience/Education/Skills Required:

- Minimum of 7 years experience in elearning, instructional, digital production role; 3 years management experience
- Experience working on a consumer elearning or community website
- Ability to mentor team of producers on sound instructional and user design
- Collaborate with user experience designer on user test plans
- Excellent leadership and production management skills
- Excellent project collaboration skills; demonstrated ability to work with an integrated development team
- Excellent planning and execution skills; demonstrated ability to deliver and meet development schedules
- Strong written and oral communication skills
- Flexible and able to work in a fast-changing, demanding environment
- Highly organized, responsible, and attentive to timelines and details
- Experience working with target market of low-income families, a plus
- B.S.(required); MA (preferred)

We offer a competitive salary commensurate with experience, plus medical, dental, vision, life, disability, time off benefits and a retirement plan with matching contributions. This position is full-time, 40 hours per week, and is located in our San Francisco office.

How to Apply:

Please email a cover letter, including salary requirements and resume to mquinsa@greatschools.net, with "Lead Producer" in the subject line. Resumes without cover letters will not be considered. No phone calls please.

We are an equal opportunity employer and encourage diversity in our workplace.

About GreatSchools:

GreatSchools is an independent, nonprofit organization that improves education by inspiring parents to get involved. We empower parents with information and tools so they can choose the best school for their children, support their children's education, and improve schools in their communities.

Parents choose GreatSchools to connect with each other – to find the right schools, to share stories and advice, and to get their parenting questions answered. In the past year alone, more than 35 million people visited GreatSchools (www.greatschools.net). With hundreds of thousands of ratings and parent reviews about schools across the country, GreatSchools is *the* paramount parent-to-parent education community.

A Webby award-winning site, GreatSchools is supported by foundations and corporations, including the Bill and Melinda Gates Foundation, the Robertson Foundation, and the Walton Family Foundation.