



EDUCATIONAL CONTENT CREATOR

The Organization

In March 2020, Opportunity Fund, the country's leading nonprofit small business lender, and the Accion U.S. Network, the U.S. affiliate of global nonprofit Accion that has led a nationwide network of community lenders since 2011, combined efforts to form Accion Opportunity Fund/Opportunity Fund.

The nation's 30 million small business owners often lack access to affordable credit from responsible lenders offering attractive loans and services. Industry estimates suggest that there is an \$87 billion annual market gap in loans less than \$100,000 for Main Street entrepreneurs. Addressing this gap can ensure that small business owners can sustain their enterprises; drive job creation; and stimulate regional economies through increased wages, spending and tax revenue.

Leveraging the strengths of both organizations, Accion Opportunity Fund will spearhead the development of a national microlending strategy to meet the credit needs of small businesses – developing new products, establishing new partnerships, promoting research and financial education, and leveraging digital technologies and data analytics to support mission-driven lending.

Opportunity Fund remains as an independent Community Development Financial Institution (CDFI) focused on expanding its lending and advisory services in California and other markets in the US. *Our mission to drive economic mobility by delivering affordable capital and responsible financial solutions to determined entrepreneurs and communities.*

The Role:

Reporting to the VP, Partnerships & Development, Accion Opportunity Fund (AOF) is seeking an Educational Content Creator who is fluent in English and Spanish to join our team. The Educational Content Creator will be responsible for the design and execution of curricula to help small business owners who come from a wide range of industries nationally. The Educational Content Creator will help small businesses overcome challenges they are facing as they are starting and growing a business to help them succeed. The ideal candidate has experience designing and developing educational content for adult learners, is familiar with the learning needs of small business owners in the U.S., is passionate about community and economic development, and enjoys working in a fast-paced work culture with opportunity to build and shape initiatives from the ground up. This person can be based anywhere in the U.S. with occasional domestic work travel required.

Key Responsibilities/Accountabilities:

- Research and identify learning needs and challenges facing small business owners in the U.S. and the most relevant educational topics to support their growth as well as understand the small business support ecosystem in the U.S.

- Design, develop, and continuously improve the organization's small business curriculum in English and Spanish, including establishing learning goals and creating engaging culturally appropriate content in various formats, i.e. written content, webinar presentations, videos, scripts for in-person engagement, digital tools and interactive activities.
- Support outreach and marketing activities to maximize reach to target population, which is under-served small business owners (entrepreneurs of color, women, immigrants, and low- to moderate-income small business owners).
- Support the research and evaluation team in maintaining and improving metrics and methods to measure the effectiveness of educational interventions.
- Proactively seek input and feedback from diverse stakeholders, including small business owners, organizational partners, and colleagues from across the organization to strengthen the curriculum.
- Collaborate with the technology team on identifying and incorporating digital tools that support the learning and curriculum development process.
- Identify prospective tools, partners, and resources that can help deliver high-impact support to small business owners and that can help us maximize reach to our target audience.
- Manage and build relationships with external partners to support the success of the organization related to this role.

The Person:

Highly qualified candidates will share Opportunity Fund's commitment to its mission and will embody the organization's core values bringing a broad range of skills and experience including, but not limited to:

- Bachelor's degree in education, instructional design, educational technology, or related field. A combination of education and experience may be considered.
- Written and verbal fluency in Spanish and experience working with Spanish speakers required (Mandarin or Vietnamese language skills are a plus).
- Experience in curriculum design and delivery, e-learning, educational writing, and/or creating learning tools for adult learners from diverse backgrounds (Preferably hands-on experience in designing and implementing digital learning solutions).
- Demonstrated familiarity with a wide variety of instructional design models, best practices and adult learning theory/principles.
- Proven understanding of tools for teaching, including emerging technologies and online learning tools.
- Excellent written and verbal communication skills with experience writing engaging copy and creating compelling visual content with the objective of teaching and/or informing adult learners.
- Familiarity with small business landscape in the U.S., the learning needs of entrepreneurs, and the key players who are shaping innovation in entrepreneurial education.
- Knowledge about keyword research, Search Engine Optimization copywriting and the behaviors of search engines.
- Experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.
- Experience in email marketing and digital marketing.
- Knowledge of website and marketing analytics tools.

- Strong project management skills, including organization, time management, attention to detail, ability to multi-task and prioritize deliverables under tight deadlines, and ability to synthesize and balance input from diverse stakeholders.
- Experience with Learning Management Software (LMS) preferred.
- Experience with video production and editing and professional video editing software preferred.
- Strong understanding of metrics and methods to assess the effectiveness of learning interventions.
- An entrepreneurial mindset, self-motivated, flexible, creative, comfortable in a fast-paced work culture.
- Commitment to community development and the organization's mission of empowering under-served small business owners.

Perks & Benefits:

Our mission is what motivates us to come to work each day. We know that happy employees are productive employees, which is why we offer a comprehensive benefits package that includes:

- Competitive salary commensurate with experience.
- An environment that values work-life balance.
- 100% company-funded Medical, Dental, Vision, Life & Disability coverage for employees. Family coverage is also available.
- Tax deferred & Roth 403(B) Retirement Plan with employer match.
- Paid vacation (increased with tenure), holiday, sick, and family leave days.
- This is a Fully Remote position.

To Apply:

Interested candidates should click [here](#) to apply to the job online.

Diverse candidates are encouraged to apply.

Opportunity Fund is an Equal Opportunity Employer. www.opportunityfund.org