



**Position:** Gaming for Growth Lead Content Developer

**Location:** Remote with travel to Kenya

**Application deadline:** Monday, July 31, 2023

**Submit application to:** [michaela@howtobuildup.org](mailto:michaela@howtobuildup.org)

Build Up is hiring! We are looking for a Lead Content Developer for our Gaming for Growth program in Turkana West sub-county, Kenya, running from July 2023 to October 2024.

**We are seeking candidates with backgrounds in development, creation, and production of content-driven media for children and young adults.** Ideal candidates will have specific expertise in content development at the intersection of substantive curricular / social change content, and creative, engaging digital story-telling in the Kenyan context.

**This position is remote, but will require one trip to Kenya in 2023 to engage with program stakeholders.** We welcome people from all ages, genders, races, backgrounds, abilities, and sexual orientations.

### **Project Summary**

With the goal of “strengthening the socio-economic self-reliance of youth (ages 15 – 34) in the refugee and host communities of Turkana West sub-county,” Build Up will develop, produce, and disseminate a multi-episode radio game show. The program will focus on promoting entrepreneurial skill sets and will encourage listeners to be proactive and hopeful in their quest for economic self-reliance. It will also provide concrete information about how to engage in the employment process in the refugee camp and Turkana West. The radio series will be accompanied by listener group sessions designed to further the impact of the program. Trained facilitators will convene weekly sessions with small groups of participants to listen to the radio program, play the featured games, and discuss the content.

Additionally, the project will convene a series of in-person game events that will provide a place for youth to gather and learn about entrepreneurship and other core information by playing the games featured in the radio series. Finally, we will produce short video communications for dissemination on hot spots within the territory. We will also make accessible a WhatsApp chat bot designed to match job opportunities with job seekers.

### **Responsibilities**

The Lead Content Developer will be responsible for the following:



- Lead a regional assessment of opportunities and obstacles to finding work, holding a job and / or starting a business in Turkana West.
- Conduct a literature review of formal documents regarding attitudes and challenges of employment, as well as legal, financial, and procedural requirements for business startup.
- Integrate assessment and literature review content into a detailed curriculum document, involving brainstorming, game creation, and episode creation; lead a team of writers to create 8 episodes ready for recording.
- Support identification of a production company that can produce the game show.
- Supervise production from casting to recording to mixing to final cuts.
- Lead development of content for 2, 1.5 hour live game events.
- Support production of short video communications for hotspot dissemination, as required.
- Participate in regular Build Up internal team meetings, donor technical meetings upon request, and contribute to project monitoring, evaluation and reporting.
- Other activities as agreed with the Build Up Project Lead.

### **Candidate Profile**

Build Up is location-independent, and the person hired for this position can be based wherever they want and will primarily work remotely. They will be expected **to travel once to Kenya in 2023 to engage with program stakeholders.**

Candidates are required to be comfortable working in English. Being comfortable working in a language means you are able to write reports, speak during meetings and facilitate workshops both off- and online in that language.

The ideal candidate will demonstrate the following qualifications:

- Experience developing, creating, and producing content-driven media for children and young adults.
- Expertise in substantive curricular / social change content development, including assessment and integration of contextual and technical information in curricula.
- Expertise in digital story-telling in the Kenyan context.
- Experience identifying, collaborating with, and supervising production companies through all stages of media creation.
- Experience supervising a team of writers / other creative professionals in media creation.
- Experience designing monitoring and evaluation tools measuring behavior change.
- Experience implementing similar projects in the Kenyan context.



We also value the following aptitudes:

- Works well with people and has experience managing a project in a collaborative manner.
- Is curious, creative and has a self-motivated work approach, including being comfortable working remotely.
- Is value-aligned with a non-violent approach to positive change in society.
- Is value-aligned with a non-hierarchical, collective, decolonial, and inclusive peacebuilding organization.

### **Remuneration**

We will request a cost proposal from shortlisted candidates. Activities will take place from August 2023 to October 2024. The level of effort will vary based on project phases, anticipated at approximately 25% in months 1 - 7, and 15% in months 8 - 15.

### **Application Process**

To apply, please send your CV and a short cover letter outlining how you match the candidate profile to [michaela@howtobuildup.org](mailto:michaela@howtobuildup.org) by July 31, 2023. Your letter should answer the following questions:

- Why are you interested in this position?
- What experience, skills and aptitudes would you bring to the project?

We will review applications on a rolling basis and respond to all applicants once a decision has been made.