

Job Posting Announcement: Digital Content Development Specialist

About Evergreen Consulting Group

Evergreen Consulting Group is a full-service energy-efficiency consulting firm. We employ consultants experienced in advancing energy-efficiency initiatives for a wide array of clients throughout the country. Our consulting services include, but are not limited to: Utility incentive program design and implementation; trade ally education; lighting/lighting control specifier education; graphic design; video production; new eLearning course authoring; and transforming existing, highly technical, educational content provided by our clients into online educational courses through our Evergreen iQ™ service.

Evergreen iQ (EiQ™) is an online Learning Management System which enhances Evergreen's existing consulting services. EiQ allows Evergreen to provide our clients with a turnkey, blended learning solution that includes in-person, webinar, and online training. In addition, EiQ is uniquely branded for each client and managed by Evergreen. By blending our deep utility industry and marketing expertise with innovative online technology, Evergreen is focused on revolutionizing the way energy efficiency education is implemented.

Our Shared Values at Evergreen

- **Meet Needs:** We exist to serve-identify needs and achieve meaningful results for our clients.
- **Adaptive:** We seek to be collaborative, inquisitive, and impactful .
- **Relationships Matter:** We create genuine, caring, and trusted relationships.
- **Excellence:** Our actions are based upon honesty, integrity, responsibility, and knowledge.
- **Community:** The environment we work within is open, balanced, and fun.

Position Description

In this position, you will design and develop eLearning and other digital content and trainings. You will work in collaboration with internal and external teams to create storyboards, scripting, content and visual plans for determining professional training and instructional design strategies using cost effective media elements, software and time management. You will be responsible for supporting written material and designing and developing it into clear, concise, and visually appealing training within identified budgets.

You will regularly collaborate with subject matter experts, stakeholders and fellow team members to identify and analyze the needs, objectives, resources and expected outcomes for projects and ongoing tasks and required competencies. You will work with clients and Evergreen staff to establish project needs and plans and to provide clarity for design, interactivity options and productivity for projects and results.

Working with the team, you will maintain quality standards and provide recommendations for improvement as appropriate.

Who we are looking for:

A self-motivated and directed individual with attention to detail, strong design and digital content software skills, as well as proficient communication skills. Willing and able to work on multiple simultaneous projects and see them to successful completion working within the overall team's schedule and budget. Work effectively and collaboratively with teams, as well as work independently to manage individual tasks, timelines and deadlines. Have the ability to troubleshoot and resolve problems, balancing a commitment to quality with urgent and effective action within identified budgets and resources. Relish the opportunity to step in and assist the team on projects and tasks when needed, including possibly performing tasks outside your normal purview.

Above all else, you are willing to learn, have fun, and grow.

Necessary skills:

- Expertise in digital content development, professional training and/or eLearning course development
- Expertise in Articulate360, with a good eye for layout and design
- Ability to understand and adhere to copyright/permissions for commercial use of images/graphics
- Ability to create engaging, visual digital content and information for professional trainings and communications
- Capable of listening and communicating in a clear, concise, and professional manner
- Ability to effectively work independently and with teams in virtual work environment on daily basis

Experience and qualifications:

- Bachelor's degree in or equivalent demonstrated experience.
- Preference given for degree and/or experience in marketing, communications, journalism, graphic design or instructional design
- Experience with Articulate software or proven skills and experience with other similar software and ability to become proficient in Articulate within weeks
- Experience with Learning Management Systems and uses
- Expert computer and software skills and experience
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Experience using other digital content and e-learning development tools such as: Captivate, Premier, Camtasia, PowerPoint
- Experience using other business software tools such as Microsoft suite – Outlook, Word, Excel, as well as project management tools such as Monday.com, Smartsheet, Slack, Basecamp, etc.

Preferred Skills

- Working knowledge of HTML
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- Marketing experience
- Understanding of adult learning theory and instructional design principles
- Working knowledge of SCORM standards and Section 508 requirements

Additional Information:

- A cover letter describing applied skills and experience for position and either digital portfolio or work examples or demonstrated expertise for digital content and training material required.

Benefits: Compensation is very competitive and commensurate with experience in the industry. Company benefits include full employee medical/dental/vision coverage plus short & long-term disability and life insurance, paid time off, holiday pay, company contribution to 401(k) program (after three months of successful employment), discretionary bonuses, professional association expenses and development/training support. Evergreen is currently a “virtual” company and includes other non-tangible benefits for top performing employees.

Evergreen Consulting Group provides equal employment and affirmative action opportunities to applicants and employees without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, or disability.

To receive consideration, apply to: <https://evergreen.hua.hrsmart.com/hr/ats/JobSearch/viewAll>
