

Games for Change seeks the right person for our fast-paced team:

## Online Social Network Designer & Manager

*This is a full-time opening in a high-profile, cutting-edge nonprofit dedicated to supporting the new field of videogames to address real-world issues. Work begins as soon as possible based in New York City; salary is commensurate with experience and education; benefits include health, transit, vacation, etc.*



**GAMES FOR CHANGE**

**Overview:** After two years of rapid growth, Games for Change (G4C) seeks a social change advocate to oversee the development and operation of an innovative online Knowledge Network. The position will report to the Executive Director, and work closely with the MacArthur Foundation on their digital media and learning initiative. As G4C launches several new programs (offline and online), for this position we seek an independent broadly-skilled person to assume full responsibility for the creation and management of our emerging online Knowledge Network.

**Our priorities** (in order) are to find someone who is:

- 1) an outcome-driven **people/project manager** (oversee our remote developers & interns),
- 2) a highly **practical designer** of online communities (craft social solutions to meet real needs)
- 3) a confident and frequent **communicator** (write to membership, present at conferences)
- 4) an experienced **web developer** (mostly html+design, maybe some PHP or Unix).

*Please note that the current Games for Change website ([www.gamesforchange.org](http://www.gamesforchange.org)) is running on an old system, and will be re-launched with the Knowledge Network in early 2007.*

**Games for Change**, founded in 2004, is the central organization building the field of social change through and around digital games media. We act as the new movement's international nexus for visibility, community and best practices; like documentary film before us, we are building a new field: using game technology to address real world issues. We've been covered this year in the New York Times, NPR, and CNN, among others. 2007 represents a new phase for G4C. A notable partnership with the MacArthur Foundation has brought our community into their broader field-building efforts around digital media. In collaboration with MTV, this spring we plan to begin distributing more social change games to youth. We're also establishing an academic institutional base at The New School, which will include a new center focused on prototyping, evaluating, teaching and learning through social change games.

**Knowledge Network – Position/Program Overview:** This position will be responsible for developing the technical, content and social capital necessary for our Knowledge Network's launch and ongoing evolution. This may include overseeing designers, programmers, editors, content streams, etc. The blueprint for the Knowledge Network has already been funded, initial infrastructure has been selected (PHP/MySQL), and phase I has launched privately. Ultimately the Knowledge Network will emerge and continue to evolve through the innovative combining of Web2.0 technologies (blogs, wikis, social networking) and traditional online community tools (listservs, e-learning modules, traditional html). The goal of the Knowledge Network is to serve practitioners in two overlapping fields in the public interest: digital games for positive social change, and the MacArthur Foundation's initiative around digital media and learning.

**Knowledge Network – Design Principles:** The Knowledge Network is designed to bring together, empower and advance an emerging movement of individuals and institutions advancing digital media for learning and social change. Participants include academics, developers, nonprofits, investors and artists – more than 1,000 are already participating in our various tools and conversations. The system will support the international coordination of resources, such as academic publications and digital artifacts, as well as collaborative discussion and a public window into the inner workings of the new field as it evolves. Core features include a tag-based **resource directory** to index and make accessible the vital resources of the emerging field; a

**social network** that will visibly interlink researchers and practitioners already active in the space; a visible and coherent **leadership platform** featuring a central podium for key voices and regular communications providing field leadership; **personalized tracking** of key tags, individuals and resources; and **partner channels** so peer universities, nonprofits and corporations can syndicate content and provide editorial leadership in particular sub-domains. Core design principles include:

- a) Build bridges between disciplines (both between topical and operational domains).
- b) Answer a need or don't bother (we're pursuing demand, not a utopia).
- c) Balance scale with engagement (we need more than one-time visitors).
- d) Lead and follow simultaneously (be community-driven while providing leadership).
- e) Showcase the field (provide highly accessible entry points to the media and newcomers).

Position Responsibilities: (each section is ordered with the highest priorities at top)

*Umbrella Programming Areas:*

- Core: manage our **online** programming (reporting to the Executive Director)
- Support: offline **events** programming (working with Events Manager)
- Support: **evaluation, curriculum and training** programming (as new staff arrives)

*Core Operational Duties:*

- Create a meaningful and lasting **programming strategy** for our Knowledge Network program in both a non-profit and academic context. This includes convening our national social network advisory committee to gather their input monthly.
- Establish annual operational **benchmarks**, budgets, timelines, work plans, and resources needed to achieve consistent and high-quality results with the Knowledge Network; see that the Knowledge Network operates within budget guidelines.
- Maintain **official records** and documents, and ensure compliance with federal, state and local regulations for the Knowledge Network.
- Be responsible for the recruitment and employment of all Knowledge Network **personnel**, both paid and volunteers. Ensure that job descriptions are developed, that regular performance evaluations are held. Maintain a working environment which attracts, keeps, and motivates a diverse staff of top quality people.
- Encourage **professional development** and education of the entire staff on issues pertaining to the Knowledge Network, and assist program staff in relating their specialized work to the Knowledge Network.

*Support the Executive Director:*

- **Raise funds** for the Knowledge Network by cultivating foundation and corporate donors; identify opportunities for funding; initiate, cultivate and sustain **relationships** with a broad base of non-profit and government organizations interested in our Knowledge Network.

Attributes: To be a good match, the candidate should be:

- A Programmatic **Strategist** – able to envision new directions for the Knowledge Network and get them funded through clear and comprehensive strategies.
- An Organized **Multi-tasking Manager**: capable of tracking numerous simultaneous projects with diverse internal and external teams
- **Entrepreneurial**: enjoys building a new organization; rewarded by creating new systems – original and very independent critical thinking constantly required.
- A Dual **Detail-and-Birds-Eye Viewer**: capable of constantly switching back and forth from big picture to nitty-gritty detail. Both demanding the big vision and insisting on concrete indicators.
- **Team-oriented**: deliberately plan strategies to leverage others' strengths and avoid their weaknesses, enjoys working with others of various skill sets.

Additional Qualifications:

The candidate should have a college degree, and three or more years of relevant work experience. They must have a deep understanding of the new media landscape, and be familiar with and committed to social change in our society.

How to Apply:

Make sure to indicate the title of the position you're applying for ("Online Manager") in the SUBJECT line of an email to [jobs@gamesforchange.org](mailto:jobs@gamesforchange.org). First round of applications are due by **December 15, 2006**, but interviews begin immediately, and the position will remain open until filled. Your cover letter should be BOTH included in the body of the email and attached along with your resume (in rich text, MS-Word or PDF format). In your letter, please let us know where you heard of the position, why you are suited to this role, and how the position relates to your career objectives and personal interests. Only those candidates selected for interviews will be contacted.

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